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April, 1954

SOAP and Sanitary Chemicals

n this issue...

ber accelerator doubles ermicidal agent in soap

* * *

t future for candelilla wax ubstitutes' volume grows?

* * *

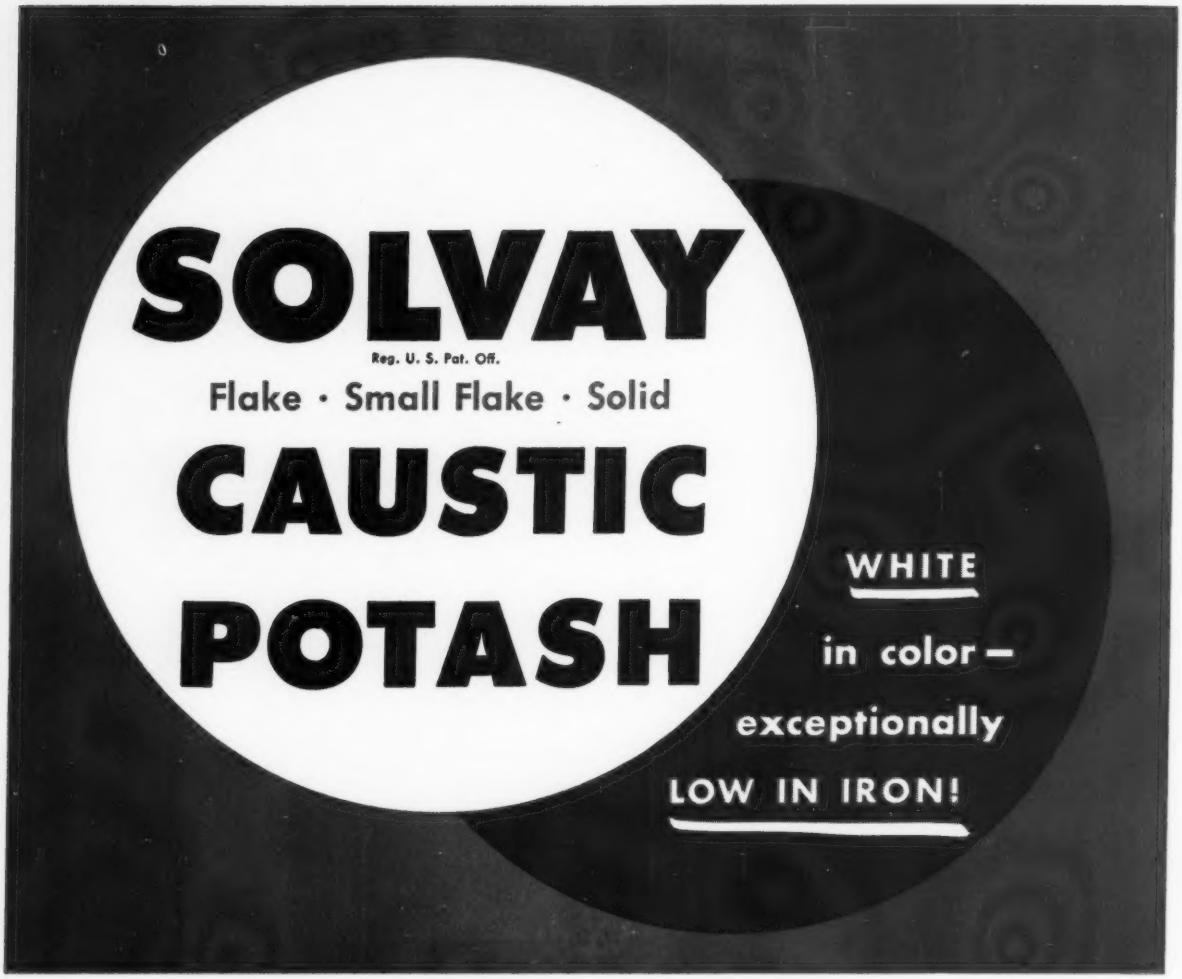
ons pay off in more sales nproved soaps, detergents

* * *

er wrings sanitary supply s from telephone inquiries

Cover photo... "E-Z" liquid starch of Hood Chemical Co., Ardmore, Pa., contains "Silicone X" for easier ironing. Reusable half-gallon bottle at left by Owens-Illinois Glass Co., Toledo. Quart bottles (right) by Gaynor Glass Co., and Hazel-Atlas Glass, Wheeling, W. Va.





Today, send for test samples and make your own comparison tests. Prove to yourself—SOLVAY Caustic Potash is your *best buy!*

We are always ready to assist you with SOLVAY's famous Technical Service as well as the most complete, authentic information available on the applications of SOLVAY Caustic Potash to your particular situation.

● **Also available in liquid form:**
49-50% in Tank Cars
45% in Liquid Drums

SOLVAY

Soda Ash • Caustic Potash • Potassium Carbonate
Caustic Soda • Calcium Chloride • Sodium Nitrite
Cleaning Compounds • Ammonium Bicarbonate
Chlorine • Snowflake® Crystals • Sodium Bicarbonate
Ortho-dichlorobenzene • Ammonium Chloride
Para-dichlorobenzene • Monochlorobenzene

Get All the Facts! Send for Test Samples Today!

Allied Chemical

SOLVAY PROCESS DIVISION
ALLIED CHEMICAL & DYE CORPORATION
61 Broadway, New York 6, N. Y.

Gentlemen:
Please send me the following at no cost or obligation:
SAMPLES: (90-92%) ☐ Solid ☐ Flake ☐ Small Flake
☐ Have your Technical Service contact me.
☐ FREE BOOK—"Caustic Potash and Potassium Carbonate."

Name_____
Company_____
Address_____
City_____ Zone____ State_____ DM-4A

FULD BROS. INC.

Fbi news

FOR THE SANITARY CHEMICAL JOBBER AND DISTRIBUTOR

PRODUCTS, PROSPECTS, TRENDS AND MARKETS

PUBLISHED BY FULD BROTHERS, INC., MANUFACTURING CHEMISTS • SANITARY CHEMICALS
702 S. WOLFE STREET, BALTIMORE 31, MD. • WEST COAST PLANT: LOS ANGELES 13, CALIF.

Looking for a Product that Opens Doors? Assures Repeat Sales and Fine Profits?

Your Name on Every Can



Reorders come direct to you because your company name and address is printed on every container by Color Affect-Lithography. This also gives you an additional tie-in with all national advertising.

How Much JUST can a Salesman Sell?

During a three month period, **one** of over 30 JUST Salesmen in a metropolitan area of under a million population* sold 2,119 Gallons of JUST.
During the so-called "dead December" of 1953, he sold 997 gallons!
* Name on request.

It's been right under your nose since 1950. Over 200 Jobbers are selling it now!

Let any Associated JUST Distributor tell you how JUST, the combined Cleaner-Disinfectant-Deodorant-Sanitizer, opens doors to new accounts; solidifies the confidence of old customers; dramatically performs as promised — and repeats with a consistancy that warms your pocketbook. Because JUST is a premium quality product, it commands a premium price. And quality that produces outstanding results at a lower overall cost to customers, is good for your business.

Strong National Advertising and Sales Promotion Help You, too.

As a profit-minded jobber, you understand the value of good advertising and promotion. JUST advertising builds demand and paves the way for you to close the sale. JUST sales promotion goes direct to the heart of your major selling problem: Teaches your men how to sell. Gives them added incentives to keep selling . . . hard.

Not Every Jobber can Handle JUST

JUST is sold only to select jobbers. JUST is sold only under the label of ASSOCIATED JUST DISTRIBUTORS. It is manufactured under rigid quality control in Baltimore, Maryland and Los Angeles, California.

You should carefully investigate JUST and its sales potential in your selling program. Write today: Associated JUST Distributors, c/o Fuld Bros. Inc., 702 S. Wolfe St., Balto. 31, Md.

FULD BROTHERS, INCORPORATED

MANUFACTURING CHEMISTS
Warehouses in Principal Cities

702-710 S. WOLFE ST., BALTIMORE 31, MD.
West Coast Plant: Los Angeles, Calif.

MORE PROFITS for those who want to

- *sell the finest product money can buy for wax removal and surface cleaning*
- *save money on freight costs*
- *compound their own wax removers and surface cleaners*

CANDY'S BRIGHT BEAUTY

WATER EMULSION **WAX REMOVER**

ALL PURPOSE **SURFACE CLEANER**

Properly used, BRIGHT BEAUTY cleaner will remove water emulsion wax from any floor without harmful effects to floor or floor coloring. It is the perfect all purpose surface cleaner and waxed floor maintenance wax remover. Pleasant odors (lemon or sassafras) crystal clear colors (natural yellow, red or green) and thorough cleaning action produce satisfied customers everywhere. For use on all floors with all types of equipment. The properties and appearance of BRIGHT BEAUTY cleaner are not affected by having been hard frozen then thawed and agitated. Before making any decisions regarding packaging your own cleaner, fully investigate BRIGHT BEAUTY . . . we are sure you will bear out our conclusions after all tests and trials.

THE COMPLETE CLEANER—READY TO USE FOR				
	WAX REMOVAL		SURFACE CLEANING	
	RATIO OF WATER TO CLEANER	OZS. CLEANER PER GAL. WATER	RATIO OF WATER TO CLEANER	OZS. CLEANER PER GAL. WATER
15/16% CONCENTRATE	10-1	13 oz.	50-1 to 30-1	2½ oz. to 4 oz.
11/12% CONCENTRATE	7-1	18 oz.	40-1 to 25-1	3 to 5 oz.

SPECIFICATIONS:

15/16% Concentrate is available in 55, 30 and 15 gal. drums, 5 gal. pails, and cartons of 4 one-gallon glass jugs. (Net weight 8.72 lbs. per gal.)

11/12% Concentrate is available in 55, 30 and 15 gal. drums, 5 gal. pails, and cartons of 4 one-gallon glass jugs. (Net weight 8.64 lbs. per gal.)

30/32% Concentrated Concentrate is available in part full packages for dilution to 11/12% and 15/16% concentrates. (Net weight, 9.12 lbs. per gal.)

46/48% Concentrated Concentrate is available only in full 55 gal. drums, (net weight 520 lbs., 9.4 lbs. per gal.).

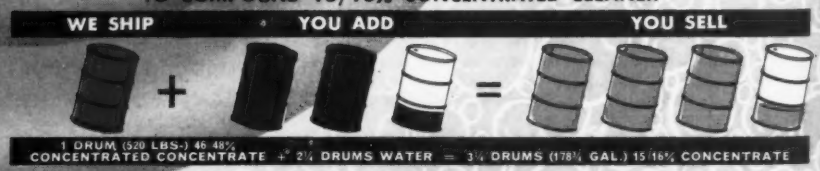
CANDY'S DISTRIBUTION AND SALES POLICY

Our products are available for private brand resale and are sold only through Distributors except for experimental accounts in Chicago essential to research.

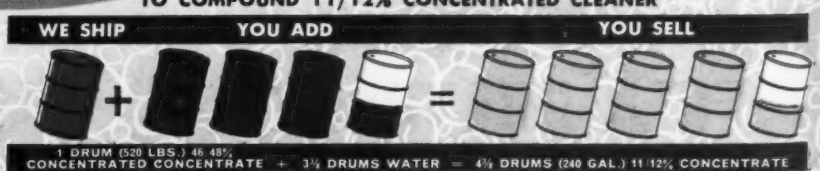
FOR THOSE WHO WANT TO COMPOUND THEIR OWN CLEANER

Two methods are available—(1) By purchasing 30/32% solid content *concentrated* concentrate in part full containers, you need add only water and agitate containers by rolling and stirring contents. (2) By purchasing 46/48% solid content *concentrated* concentrate, you add water only in suitable mixing equipment to produce the retail package of the solid content percentage you desire. The charts below show compounding results for our recommended retail solid content percentages. Remember, you pay freight only on the 520 lbs. (net weight) of 46/48% cleaner and save the cost of shipping the water you add when you do your own compounding.

TO COMPOUND 15/16% CONCENTRATED CLEANER



TO COMPOUND 11/12% CONCENTRATED CLEANER



WAX SPECIALISTS FOR OVER 60 YEARS

Candy & Company, Inc.

2515 WEST 35TH STREET, CHICAGO 32, ILLINOIS

SOAP and Sanitary

CONTENTS

In Brief — As the Editor Sees It	39
As the Reader Sees It	41
Best Detergent Packages	42
New Antiseptic for Soap By L. J. Vinson	44
Does Soap Couponing Pay? By P. J. Stomberg	48
Toxicity of Soaps and Detergents By Louis C. Barail	52
New Products Pictures	56
Detergent-Sanitizers	93
Insecticide Spray Deposits By A. H. Yeomans and E. R. Van Leeuwen	141
N.S.S.A. Meets, Elects Shore	144
Candelilla Wax By James D. MacNair	163
Jobber's Telephone Sales Pay Off By Phil Lance	167
Bids and Awards	83
New Trade Marks	85
Production Clinic	101
New Patents	107
Products and Processes	109
Soap Plant Observer	111
Sanitary Products Section	115
Classified Advertising	191
Advertisers' Index	199

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President

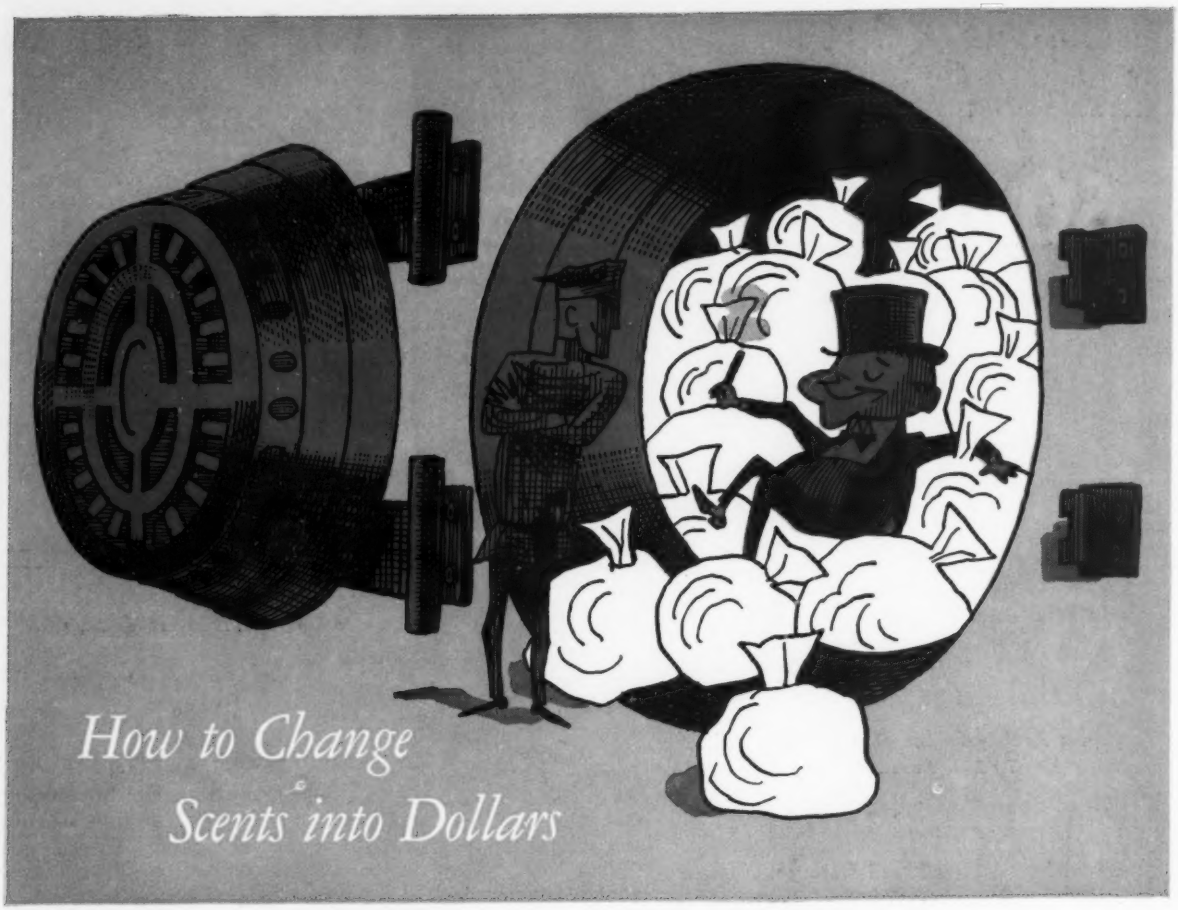
GRANT A. DORLAND
Vice President and Treasurer

Publication Office
254 W. 31st St., New York 1, N. Y.
Telephone: BRyant 9-4456

Chicago Office
333 N. Michigan Ave.

AUDITED PAID CIRCULATION ABC

Subscription rates: U. S., $4.00 per year; Canadian, $5.00; Foreign, $6.00. Copy closing dates — 22nd of month preceding month of issue for reading matter and 10th of month preceding month of issue for display advertising. Entered as second-class matter June 16, 1949, at the Post Office, New York, N. Y., under the act of March 3, 1879.



You can change a scent into a bulging mountain of dollars—
if you begin with the right scent.

Norda can help you do it. Some of the big successes among perfumed products—like lotions, creams, lipsticks, colognes, hair dressings—have succeeded because a Norda scent has made their fragrance vastly appealing.

Norda, as you know, knows odors. Years of expert experience have taught Norda how to make selling scents. Depend on Norda quality. It counts so much with your customers.

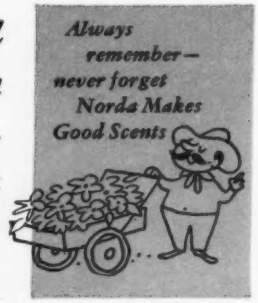
Find out about Norda scents, and Norda prices that help you make profits. Send for *free* samples today.

. . . Come to Norda

Norda

Essential Oil and Chemical Company, Inc.

601 West 26th Street, New York 1, N. Y.



Chicago • Los Angeles • San Francisco
Montreal • Toronto • Havana
London • Paris • Grasse • Mexico City

NEW!

ON-THE-JOB LIQUID HAND CLEANSING CREAM

removes grease, paint, oily dirt and grime far better than soap!

Smooth

CLEANS SKIN INSTANTLY!

- ***WITHOUT WATER***
- ***WITHOUT TIME OFF FROM WORK***

NO SINK OR FAUCETS NEEDED . . . JUST APPLY AND WIPE DRY!



SMOOTH hangs on wall near work or machines ...does a superior cleansing job in SECONDS—without leaving work. Eliminates hours of wasted time in washrooms. SMOOTH is easy to use. No instructions for employees to read. Just apply and wipe dry with paper towel or cloth. Dispenser refills with throw-away bottles.

A truly amazing hand cleanser

SMOOTH is a true heavy duty hand cleanser that's as gentle as a lotion. It's like a tonic to sensitive skins. Blended from a dermatologist's formula with Lanolin, glycerine and the fine ingredients ladies use to take off cosmetics. Reduces skin infections. Cuts lost man hours.

What makes SMOOTH so amazing is this: It softens, smooths, and caresses the hand at the same moment that it removes paint, tar, shellac, printer's ink, stains, crude oil...even ASPHALT!

SMOOTH removes paint, tar, shellac, stains, printer's ink, crude oil...even ASPHALT!

THROW AWAY BOTTLE SLIPS IN AND OUT OF WALL DISPENSER WITH ¼ TURN OF WING NUT.

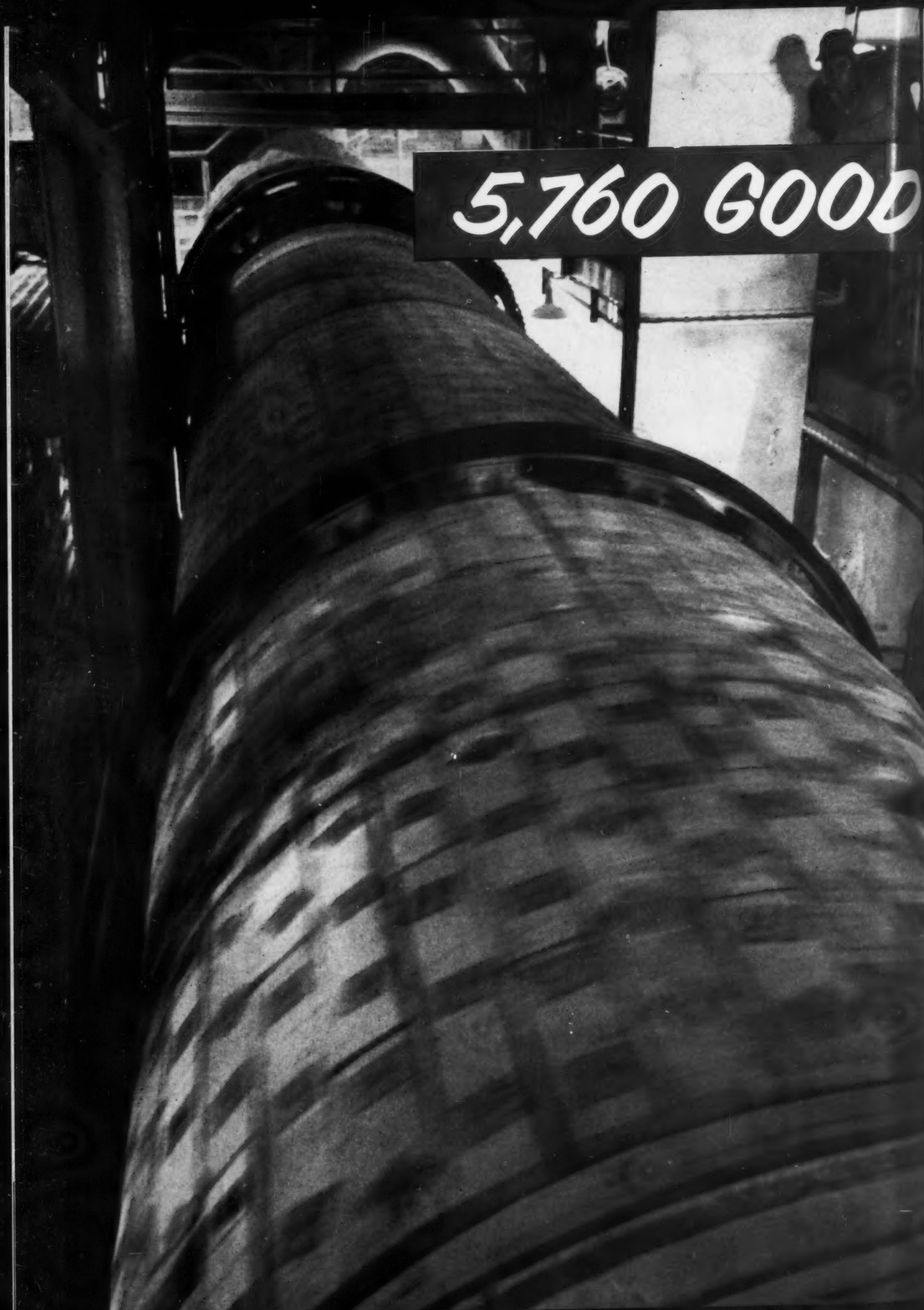
Wall Dispensers Included At No Extra Cost.



SEND FOR SAMPLE AND FULL INFORMATION

Hysan PRODUCTS CO.

932 West 38th Place, Chicago, Ill.


5,760 GOOD

Quality control is carefully checked in special laboratory.

D TURNS A DAY...

Rotary Driers Plus Hundreds of Other Units of Automatic Equipment Keep Quality High, Deliveries on Schedule

Step into Department 6 of Monsanto's Trenton, Michigan plant. Listen. Hear the steady, muffled growl of the rotary driers . . . the steady hum of the large cogs meshing—24 hours a day.

These are the sounds of a 'round-the-clock production system that helps you in numerous ways. It stands guard on the quality of the phosphates you order, keeping purity at a consistently high level. It simplifies inventory problems by assuring on-time deliveries. And, most important, this continuous production insures you uniformity of products from shipment to shipment.

Next time, when you need phosphates—*call Monsanto.*

PHOSPHATES

Important Phosphates Made by Monsanto

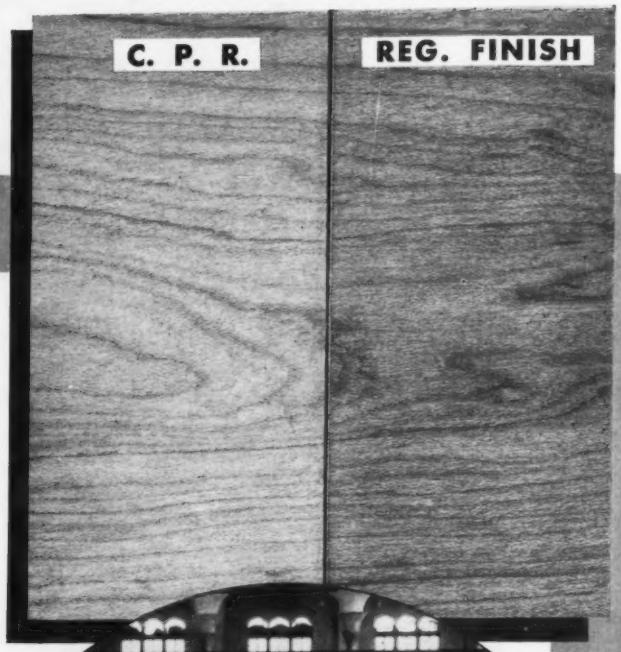
Sodium Phosphates
Calcium Phosphates
and many other products derived from Elemental Phosphorus
Ammonium Phosphates
Potassium Phosphates
Phosphoric Acid

MONSANTO
CHEMICALS AND PLASTICS
SERVING INDUSTRY... WHICH SERVES MANKIND

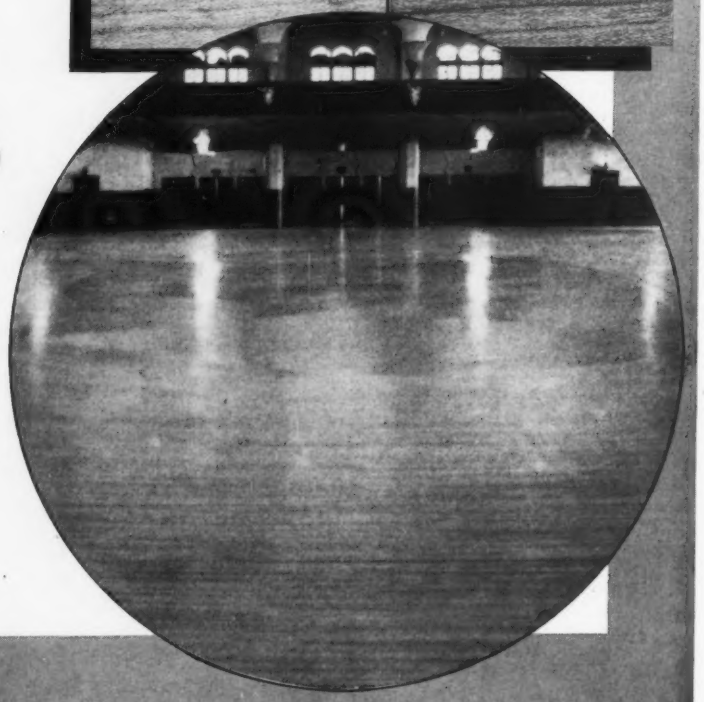
From the World's Largest Producer of Elemental Phosphorus

Federal C.P.R. FINISH

Clear Pale Wear Resistant



- CLEAR-PALE
- STAYS LIGHT
- RETAINS COLOR
- NON-SLIPPERY
- RUBBER-BURN RESISTANT
- EXCEEDINGLY TOUGH
- NOT AFFECTED BY SOAP



This fast, hard drying finish is ideal for Gymnasiums, Hand Ball and Squash Courts. Its light color is not adversely affected by sunlight. Its gloss will not be impaired by regular cleaning methods.

Approximate Coverage — 600-750 square feet per gallon.

A *C. P. R.* Finish is outstanding for other finishing purposes in addition to gym floors. It has so many plus features it has found great favor in schools, institutions, manufacturing plants, offices, public buildings, etc.—wherever a plus quality, pale, tough, super scrubbable finish is desired. *C. P. R.* has a wide market. Send to Dept. C for further details.

Federal VARNISH DIVISION

2841 SO. ASHLAND AVE. • CHICAGO 8, ILL.

PAINT, WALL, METAL and SURFACE CLEANERS

TEOX 120 substantially enhances the effectiveness of these cleaners.

DETERGENT COMPOUNDS FOR HOME and COMMERCIAL LAUNDRY APPLICATIONS

TEOX 120, blended with phosphates and other materials (REQUEST DATA SHEET) produces controlled sudsing detergents of high efficiency . . . in hard or soft water.

TEXTILE CLEANING and DYE LEVELING

TEOX120 is an excellent scouring and wetting agent for textile fabrics and yarns.

suggested uses for

Teox 120

BLOCKSON'S NONIONIC SURFACTANT

A neutral liquid 100% active water-and-oil soluble emulsifier, penetrant and wetting agent that promotes detergency.

DE-DUSTING

TEOX 120, in small concentrations, minimizes dusts in detergent mixes and improves cleaning properties.

EMULSIFYING AGENT AND DISPERSANT

TEOX 120, as an emulsifier in insecticidal preparations, also enhances adhesion and wetting properties.

MAIL THIS COUPON WITH YOUR BUSINESS LETTERHEAD
BLOCKSON CHEMICAL COMPANY · JOLIET, ILL.

☐ Send data sheet on TEOX 120 ☐ Include testing sample

☐ Send bulletin on detergent compounds incorporating TEOX 120.

Name_____ Title_____

Firm_____

Address_____

City_____ Zone____ State_____

BLOCKSON

BLOCKSON CHEMICAL COMPANY
JOLIET, ILLINOIS

caustic potash

International MINERALS CHEMICALS



CAUSTIC POTASH
—all standard grades
CARBONATE OF POTASH
—all standard grades
POTASSIUM CHLORIDE
—refined and technical grades
SULFATE OF POTASH
FERRIC CHLORIDE
LIQUID CHLORINE
HYDROCHLORIC ACID

International Caustic Potash is virtually free of impurities, consistently low in iron, copper, and nickel. You can depend on it for the uniformity you require to control the production of soap that meets your quality and grade consistency standards. The *International* office near you can arrange for prompt shipments of Caustic Potash in the quantities you need.

FOR SOAP MAKING

Special low iron grade—45-50%. Available in 675 lb. drums and tank cars.

GENERAL CHEMICAL USE

SOLID—90%. Available in 700 lb. drums.

FLAKE—90%. Available in 100, 200 and 400 lb. drums.

GRANULAR (BROKEN)—90%. Available in 100, 210 and 425 lb. drums.

LIQUID—Iron free, a clear water-white solution of 45%. Available in tank cars and 675 lb. drums.

LIQUID—Special low chloride, iron-free grade—45%.

AMERICAN SELECTED WALNUT—Available in 100, 210 and 425 lb. drums.

INTERNATIONAL MINERALS & CHEMICAL CORPORATION
Address all inquiries to Industrial Sales Dept., Potash Division.
General Offices: 20 North Wacker Drive, Chicago 6;
61 Broadway, New York 6; Midland, Texas.

A QUALITY CHOICE OF THE WORLD'S LEADING SYNTHETIC DETERGENT PROCESSORS!

NEOLENE 400

INTERMEDIATE FOR SYNTHETIC DETERGENTS

From its introduction, Neolene 400 has been recognized for quality as a raw material for synthetic detergents and other surface-active agents of the alkyl aryl sulfonate type. Today Neolene 400 exhibits exceptional quality when used in the newest method of sulfonation — utilizing liquid SO_3.

Neolene 400 is one of the many petrochemical products produced by Continental Oil Company. For Neolene 400, for slurry, or for finished detergent products, look to Conoco Petrochemicals. *Samples and technical information, based on pilot plant or commercial production, furnished by request on your letterhead.*

CHEMICAL PROGRESS WEEK-MAY 17-22

CONOCO
PETROCHEMICALS

Petrochemical Know-How from the Ground Up!

CONOCO

CONTINENTAL OIL COMPANY
PETROCHEMICAL DEPARTMENT

30 Rockefeller Plaza, New York 20, N. Y. 1353 No. North Branch Street, Chicago, Ill.

Export: Airco Company International, 60 East 42nd Street, New York 17, New York

© 1954, Continental Oil Company



Everyone's Talking and BUYING TORNADO®



Wherever cleaning problems arise, one of the first trade names to be mentioned is "Tornado". Why? Because the advertising, sales promotion, literature, trade shows and missionary work behind this famous line has put it on "everyone's lips". Tornado is the "complete" product line with ready-made consumer acceptance. No progressive distributor can afford to be without the "Tornado line".

COMPLETE DISTRIBUTOR SALES HELPS

You don't sell Tornado alone. You get sales meetings, salesman training, advance sales helps, consumer leads, forceful literature, trade show participation and many other helps from the Tornado training and promotion program.



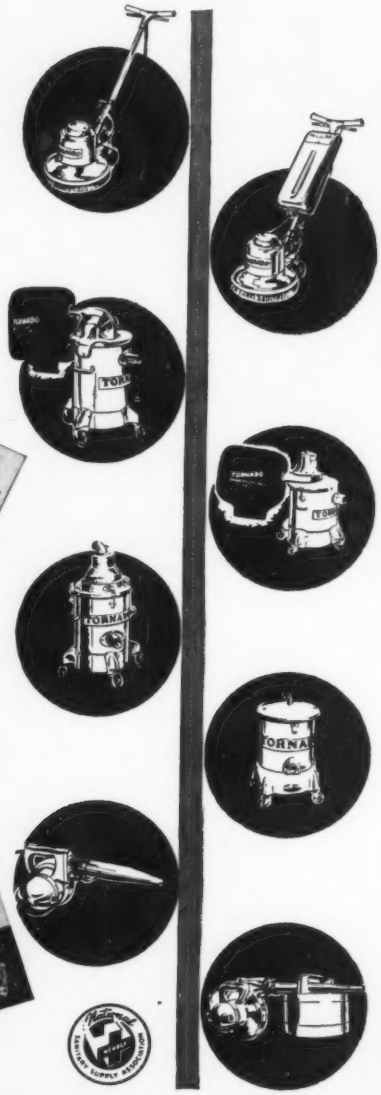
NATIONAL ADVERTISING

32 publications covering the leading markets for the Tornado line carry ads like these. Over 750,000 advertising messages are delivered to potential customers every month.

IN THESE PUBLICATIONS



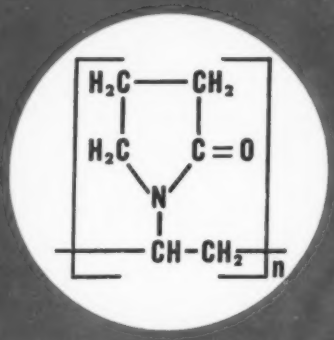
THE COMPLETE LINE FOR ALL INDUSTRIAL AND COMMERCIAL CLEANING.



BREUER ELECTRIC MFG. CO.

5082 NORTH RAVENSWOOD AVENUE • CHICAGO 40, ILLINOIS

gaf's pure versatile polymer for industry



Polyvinylpyrrolidone (PVP)

unique combination of properties

- binds and stabilizes many organic and inorganic compounds
- compatible with physiologic fluids and body tissues
- substantive to hair
- detoxifies a wide variety of poisons, toxins and irritants
- protects and stabilizes suspensions, dispersions and emulsions
- thickens and modifies viscosity of aqueous systems
- prevents soil redisposition
- precipitates tannins and polycarboxylic acids
- forms hard, flexible films
- available in a wide variety of molecular weights for different solubility and viscosity specifications
- free-flowing white powder, soluble in water and most organic solvents

wide range of applications

- pharmaceutical (plasma expander, detoxifier, drug vehicle and retardant, tablet binder, etc.)
- chemical (protective colloid for polymerization and other chemical reactions)
- cosmetic (binder, stabilizer and film former in skin and hair preparations such as skin lotions, powder bases, hair tonics and lacquers, wave sets, shampoos, shaving creams, deodorants, depilatories, perfume fixatives, etc.)
- food (stabilizer, thickener, flavor improver,etc.)
- detergent (soil suspension, detoxifier, etc.)
- textile (dyestuff stripping agent, synthetic fiber additive, size component)
- also agricultural chemicals...lithography ...adhesives and coatings...paper...plastics ...rubber and many others.

For technical information on this GAF High Pressure Acetylene Derivative, price schedules, and samples please write to:

GENERAL ANILINE & FILM CORPORATION
COMMERCIAL DEVELOPMENT DEPARTMENT
435 HUDSON STREET NEW YORK 14, N. Y.

gaf

From Research to Reality

BECCO® BRIEFS

SODIUM PERBORATE

We are now making regular deliveries of SODIUM PERBORATE. Quality meets the standards of Becco's tradition.

CHARACTERISTICS OF BECCO SODIUM PERBORATE: Sodium Perborate "tetrahydrate", % by weight, minimum 96.2. Active oxygen, % by weight, approx. 10. Solubility g/100 water at 25° C., 3.4. Form, white crystalline powder. Stability, substantially no loss under ordinary storage conditions. Write for quotations.

Buffalo Electro-Chemical Company, Inc.

DIVISION OF FOOD MACHINERY AND CHEMICAL CORPORATION

fmc

Sales Agent: BECCO SALES CORPORATION, Station B, Buffalo 7, N.Y.
Buffalo • Boston • Charlotte • Chicago
New York • Philadelphia • Vancouver, Wash.

all three with PLAXPAK bottle

impulse appeal

Spectrum-wide choice of colors to spur sales at point-of-sale.



use appeal

Ease of squeeze dispensing to increase consumption at point-of-use.



repeat appeal

Use convenience and shelf-impact combine to foster brand loyalty.



The Plaxpak bottle "fights" for your product at the point-of-sale, re-sells it at the point-of-use and so brings customers back for more. Plax has unequalled experience in plastic bottle packaging—let us help you produce another merchandising success.

PLAX

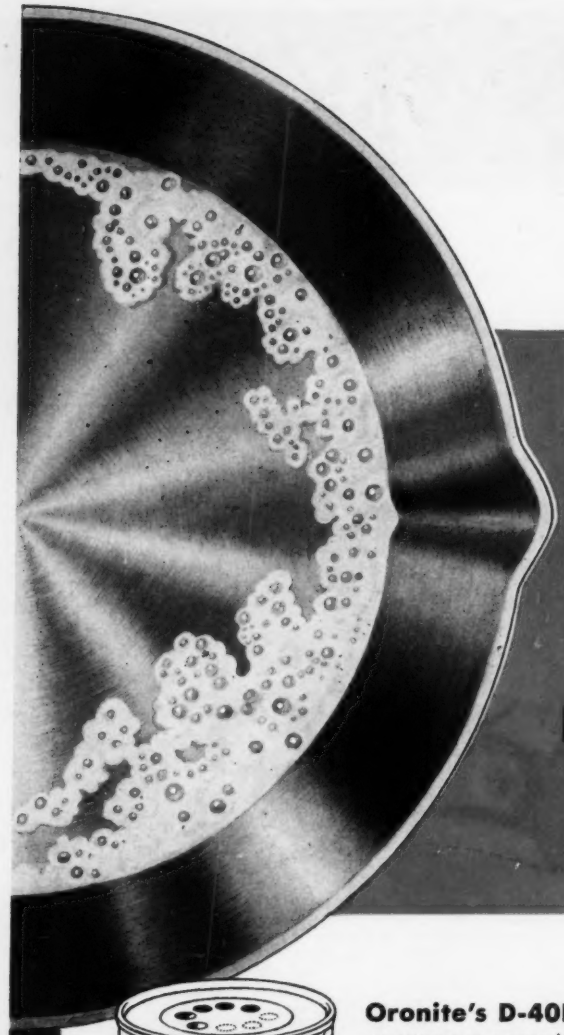
PLAX CORPORATION

WEST HARTFORD, CONNECTICUT

PLAX CANADA, Ltd., Montreal & Toronto

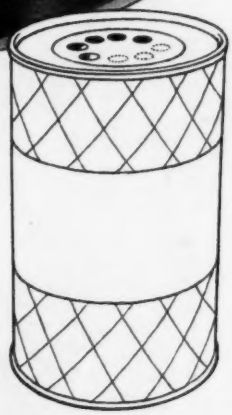
Compound a better—

Scouring Cleanser!



D-40 FG

NO PARTICLE SEPARATION IN FINISHED PRODUCT



Oronite's D-40FG has found wide acceptance as a superior detergent product to incorporate in scouring cleansers. A more homogeneous mixture is possible due to the fine particle size of D-40FG.

Other desirable properties of D-40FG, which contribute to a high quality finished product, are: good sudsing action, excellent grease dissolving action, high bulk density, white color. Economical D-40FG is available in moisture resistant 100 lb. bags from locations throughout the U.S. Write or phone any Oronite office for complete information.

"The world's largest producer of synthetic detergent raw materials"

OTHER ORONITE DETERGENT PRODUCTS:

Detergent D-40 (granules) • Detergent D-40SF (flakes)
Detergent D-60 • Detergent Alkane • Detergent Slurry
Dispersant NI-O • Dispersant NI-W • Wetting Agent "S"

ORONITE CHEMICAL COMPANY

38 Sansome Street, San Francisco 4, California • 714 W. Olympic Blvd., Los Angeles 15, California • 30 Rockefeller Plaza, New York 20, New York • 600 South Michigan Avenue, Chicago 5, Illinois • Mercantile Securities Building, Dallas 1, Texas

ORONITE CHEMICAL COMPANY

2881



After Closing . . .

Stanley Honors Dahl

To commemorate his 50th year with the company, John T. Stanley Co., New York, gave a



Nils S. Dahl

dinner on March 29 in honor of Nils S. Dahl, general manager. Gifts were presented to Mr. Dahl on behalf of the executives and the employees of the company. The dinner was held at the Downtown Athletic Club, New York. Numerous telegrams, letters and gifts were received and read during the dinner.

Mr. Dahl, who has been suffering from a spinal injury, and thus has been able to spend about a day a week at the office, is treasurer of the Association of American Soap & Glycerine Producers, Inc. He has held the post for more than 25 years.

— ★ —

Dura Head to Europe

I. Y. Straus, president of Dura Commodities Corp., New York, was to leave early in April for a two months trip to Europe. The principal purpose of the visit will be to study new applications developed in Europe for the high melting point Fischer-Tropsch waxes, their derivatives and montan wax derivatives. The program calls for visits to the principal plants and negotiations aimed at arranging for leading American scientists and representatives in the United States engaged in the wax consuming industry to acquaint themselves fully with the facilities available in western Europe. Dura is now engaged in a large scale program of introduction for "F-T" waxes and "Duroxon", which the company markets in North America.

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N.Y.C. NSSA Meeting

A meeting of sanitary supply jobbers and distributors and manufacturers supplying them will be held under the sponsorship of the National Sanitary Supply Association, at the Barbizon Plaza Hotel, New York, the evening of April 28. Lee Fried of Enterprise Paper Co., New York, is chairman for the dinner meeting. A guest speaker, Charles W. LeBlanc, of the executive staff, Selling and Merchandising division of Research Institute of America, will discuss sales training, merchandising and sales management techniques. Mr. LeBlanc is a lecturer at the City College of New York, Pennsylvania State University and a member of the faculty of the graduate school of sales management and marketing sponsored by the National Sales Executives at Rutgers University, New Brunswick, N. J.

Another feature of the meeting will be a talk and showing of feats of sleight of hand by Burton L. Feinson, head of American Dispenser Co., and recently elected eastern regional vice president of the National Sanitary Supply Association.

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Jacques Wolf Elects

Following the recent death of Jacques Wolf, three new executive officers were elected by the firm he founded, Jacques Wolf & Co., Passaic, N. J. Schuyler E. Tylee was named president; Gerald J. Desmond is vice president, treasurer and general manager; and Arnold Pfister, becomes secretary and plant manager.

— ★ —

Wiley Pickett Joins Lever

Wiley J. Pickett, formerly of Stepan Chemical Co., Chicago, recently joined Lever Brothers Co., New York, as a sales representative in the industrial soap division.



Wiley J. Pickett

Mr. Pickett, who was New York manager of Stepan, had been with the firm for about one year. Prior to that he had been with American Alcolac Co., Baltimore, for several years. Earlier he had been with Colgate-Palmolive Co., Jersey City, N. J.

— ★ —

d-Con Names Execs.

d-Con Co., Chicago, elected four members of its staff as vice presidents: Joseph Abrams, formerly director of public relations, is now vice president in charge of research and education; Alvin Eicoff, formerly director of advertising, now vice president in charge of advertising; Martin Mendelsohn, vice president in charge of sales; and Harold Sugarman, vice president of the administrative division. At the same time Maurice Mayber was named advertising manager and Paul Cunningham, formerly assistant sales manager, was advanced to director of sales. Mr. Garland, president, also announced that the largest advertising budget in the firm's history had been appropriated for the second half of 1954.

USDA Interpretation 20

Interpretation 20 covering non-economic poison claims and directions for use, and economic poisons subject to the requirements of other statutes was issued recently by the Agricultural Research Service of the U. S. Department of Agriculture, Washington, D. C. The interpretation of the Federal Insecticide, Fungicide and Rodenticide Act, is published in full in the March 26, 1954 issue of the *Federal Register*.

The interpretation is believed designed to make it clear that the Department of Agriculture interprets the law to give it authority over claims and directions for use relating to non-economic poison uses in the case of products which have economic and non-economic poison uses. It is also understood to make clear that the U. S. D. A. does not interpret the law to mean that registration implies compliance with other statutes such as the Food and Drug Act.

Interpretation 20 is not believed to change the law as it has been administered and enforced in the past.

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Pennsalt Adds 2 Divisions

Establishment of two new operating divisions, the industrial chemicals and the chemical specialties division, was announced recently by Pennsylvania Salt Manufacturing Co., Philadelphia. Both units will be responsible for manufacture as well as sales of their respective products. The change-over to this new decentralized way of operating is expected to be complete within a year. Pennsylvania Salt Manufacturing Co. of Washington, Sharples Chemicals Inc., and Pennsalt International Corp. are already functioning on this basis.

When outlining these structural changes George B. Beitzel, president, also announced three appointments on the executive level: William P. Drake, vice president in charge of sales was named president of the industrial chemicals division; Albert H. Clem, general sales manager, becomes president of the chemical specialties division; and William F. Mitchell, formerly head of the firm's manufacturing activities, becomes vice president in charge of engineering, purchasing and traffic for the consolidated company.

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Cos. Chemists Meet May 14

The technical program for the meeting of the Society of Cosmetic Chemists, to be held May 14 at the Biltmore Hotel, New York, will include eight papers. These include a paper on "Enzyme Inhibitors for Dentifrices" by R. S. Manly, Tufts College Dental School and a study on "Calculation of HLB of Polyethylene Glycol Fatty Acid Esters" by W. C. Griffin, Atlas Powder Co., Wilmington, Del.

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Lindane with Less Odor

Lindane with odor said to be undetectable by practically anyone except professional odor analyzers has been developed by Hooker Electrochemical Co., Niagara Falls, N. Y. Hooker says it has worked out an odor analyzing method which gives absolute control. The firm's entire production of lindane is shipped to California Spray Chemical Corp., Richmond, for incorporation in "Ortho" and "Isotox" brand pesticides.

Pierre du Pont Dies

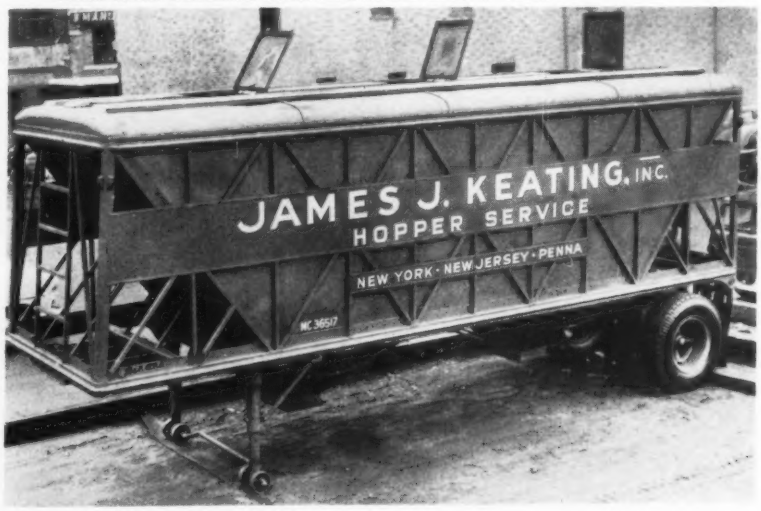
Pierre Samuel du Pont, director and honorary chairman of the board of E. I. du Pont de Nemours & Co., Wilmington, Del., died April 5 at the age of 84. He acquired the firm in 1902 with his two cousins Alfred I. and T. Coleman du Pont when the century-old family powder business was about to pass into other hands. Pierre du Pont first served as treasurer of the newly formed company, later as vice-president and acting president. He became president in 1915, a post which he resigned in 1919 to become chairman of the board. He relinquished the chairmanship of the board in 1940, remaining as a director and as a member of the finance committee.

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Rugg of Koppers Dies

Dan M. Rugg, vice president of Koppers Co., Pittsburgh, Pa., and head of the firm's chemical division died March 28. He was 64 years old and had planned to retire when he reached his 65th birthday in September. Mr. Rugg joined Koppers in 1926, was named vice president of the Brooklyn division two years later, and became vice president and general manager of the chemical division in 1946. He is survived by his widow and by two children, Dan M. Rugg, Jr., and Sally H. Rugg.

Newest service of Victor Chemical Works, Chicago, is delivery of rush shipments of sodium tripolyphosphates in covered hopper trucks of James B. Keating Co., Jersey City, N. J. On minimum orders of 30,000 pounds, trucks make deliveries in 50 mile radius of New York.



C.S.M.A. Program Details

TENTATIVE program details for the 40th mid-year meeting of the Chemical Specialties Manufacturers Association, to be held at the Netherland Plaza Hotel, Cincinnati, May 24-25, were announced recently by H. W. Hamilton, C.S.M.A. secretary.

The two day meeting is preceded on Sunday, May 23 by meetings of the C. S. M. A. board of governors, as well as various association committees and subcommittees. At that time, too, the association suite will be open for registration.

Simultaneous sessions of the seven divisions of which the C.S.-M.A. is composed, get under way Monday morning, May 24. The Aerosol; Disinfectants and Sanitizers; Insecticide; and Soaps, Detergents and Sanitary Chemicals Divisions meet that morning. Following the group luncheon, the Automotive and Waxes and Floor Finishes Divisions hold simultaneous sessions Monday afternoon, May 24.

The only general session of the meeting will be held Tuesday morning, May 25. Divisional meetings get under way following lunch Tuesday afternoon. Meeting at that time will be the Aerosol; Automotive; Soaps, Detergents and Sanitary Chemicals; Disinfectant and Sanitizers; and Waxes and Floor Finishes Divisions. Some of these may hold joint sessions.

An increase in price of registration fees for non-members of C.S.M.A. goes into effect at the Cincinnati meeting. Complete registration, which includes two luncheons, banquet and attendance at all discussion sessions, is $60.00 for non-members. Tickets to individual luncheons and the banquet will not be sold to non-members. However, if non-members register after the luncheon on Monday, May 24, the price of registration is $55. Registration fees for both members and non-members include a free copy of the Proceedings of the meeting, which is sold for $7.50 to other than C.S.M.A. members and those not registered at the convention. Extra banquet tickets, and again this year women are invited, will be $15 to members and non-members.

The complete registration fee for members at the meeting is $40.00. Complete registrations made in advance by members are $35, which is also the price for members who register following luncheon on Monday, May 24.

Monday morning papers scheduled to be given during meetings of the four following divisions include:

INSECTICIDE DIVISION

"Product Damage Hazards with Insecticides," by Dr. R. E. Heal, National Pest Control Assn., New York; "X-Disease in Cattle" by Dr. A. M. Lee, Bureau of Animal Industry, U. S. Dept. of Agriculture, Washington, D. C.; "What Has Happened to the Insecticide Business — 1948-1953," by Ira P. MacNair, publisher of **Soap & Sanitary Chemicals;** "A New Insecticide Toxicant" by H. L. Haynes, Carbide and Carbon Chemicals Co., New York.

AEROSOL DIVISION

"Pressure Filling in the Aerosol Industry" by Montford Johnson, Continental Filling Co., Danville, Ill.; "The Industry's Safety Record," by J. F. Brandenburg, Standard Oil Co. of Indiana, Chicago; "Safety in the Filling Plant," by Joseph Pizzuro, Precision Valve Corp., Yonkers, N. Y.; "Forethought in Pressure Filling," by R. A. Fulton, Bureau of Entomology & Plant Quarantine, U.S.-D.A., Beltsville, Md.; "Aerosol Garden Sprays," by Floyd Smith, Bureau of Entomology & Plant Quarantine.

Soaps, Detergents & Sanitary Chem. Div.

A panel will discuss the toxicological and dermatological aspects of soaps and synthetic detergents. Presiding will be Dr. Louis Barail, New York consultant; "The use of Corrosion Inhibitors in Acid Type Toilet Bowl Cleaners," by Donald Stauffer, Hercules Powder Co., Wilmington, Del.

WAXES & FLOOR FINISHES DIVISION
Monday Afternoon

"Testing Floor Finishes," by Edwin R. Butler, Timber Engineering Co., Washington, D. C.; "The Use of Polystyrene Latices in Self-Polishing Floor Waxes," by Lloyd H. Perry, Union Bay State Labs, Boston.

INSECTICIDE DIVISION
Tuesday Afternoon

"Household Insects," by George C. Decker, Urbana, Ill.; "Insecticide Survey of 1953," by Dr. George W. Fiero, Esso Standard Oil Co., New York; "DDT Toxicity Up to Date," by Dr. Albert Princi, University of Cincinnati; "Anticoagulant Formulations for Rodent Control," by Walter Dystra, Fish and Wildlife Service, Washington, D. C.

AEROSOL DIVISION

"Marketing Aerosol Products," by a representative of a retail organization; "Ethyl Cellulose in Christmas Snow and Hair Lacquers," by H. G. Phillips, Jr., Hercules Powder Co., Wilmington; "Formulation of Aerosol Cosmetics," by E. P. Hay, General Aniline & Film Corp., New York; "Aerosol Survey of 1953" by Fred Lodus, Precision Valve Corp., Yonkers, N. Y.

WAXES & FLOOR FINISHES DIVISION

"A Phase of Chromatography," by a representative of S. C. Johnson & Son, Inc., Racine, Wis.; "Evaluation of Metal Containers for Non-Food Products," by W. E. Pearce, American Can Co., Maywood, Ill.

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C-P Secures Injunction

Colgate-Palmolive Co., Jersey City, N. J., has secured from the New York Supreme Court a temporary restraining order, prohibiting the sale of Colgate-Palmolive toilet goods below fair trade minimum retail prices, against E. J. Korvette Co., Inc. and its affiliates which operate stores in N. Y. City; Hempstead, L. I.; and White Plains. Products involved include Colgate Ribbon Dental Cream, Palmolive Brushless Shaving Cream and Halo Shampoo.

Temporary restraining orders also have been secured against P & R Cut Rate, Inc., and Court Cut Rate, both of Brooklyn.

A permanent injunction was issued by the New York State Supreme Court against Rothstein & Sons, Inc., Brooklyn, restraining the latter from selling Colgate-Palmolive products below fair trade minimum prices established under the Feld-Crawford Act.

A spokesman for Colgate-Palmolive stated that the company has obtained numerous injunctions against price cutting on its toilet goods and will continue to prosecute fair trade violations.

Harris Joins Navy

The appointment of Dr. C. S. Harris as Director, Pest Control Division, has recently been announced



Dr. C. S. Harris

by Captain S. P. Zola, District Public Works Officer of the Sixth Naval District, with headquarters in Charleston, S. C.

In his new position, Dr. Harris is concerned with the control of insects, rodents and other pests causing economic damage to property of all sorts at naval installations in the seven southeastern states which comprise the Sixth Naval District, and with the control of mosquitos and other actual or potential disease vectors in the same area. His duties include the training of personnel directly responsible for pest control operations at the various naval activities located in the District and technical advice to contracting officers concerned with pest control work done for the Navy by outside pest control operators.

Prior to his present connection, Dr. Harris was associated for many years with Shell Oil Co. and associated companies, and most recently with Prentiss Drug and Chemical Co., New York.

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Products Mfg. Expands

Products Manufacturing Corp., Little Falls, N. J., is expanding its facilities for custom aerosol filling. The company, according to C. L. Raber, vice-president and plant manager, has added loading and storage facilities by enclosing its railroad loading platform. A two-story addition in the front of the building will be used for additional office space, increased production areas and laboratory facilities. The expansion is expected to be completed in the near future.

—★—

New Type Filler Control

A new automatic filler featuring a micrometer adjustment capable of varying quantity of fill while the machine is in operation was introduced recently by F. L. Burt Co., San Francisco. The filler can be stopped instantly even in the middle of a discharge stroke without switching off the motor, according to the manufacturer. The unit fills liquids or semi-solids at the rate of 10 to 30 containers per minute and is adjustable for from one gallon to eight ounce sizes. Contacts are of stainless steel or acid resistant nickel alloy.

Sanitation Short Course

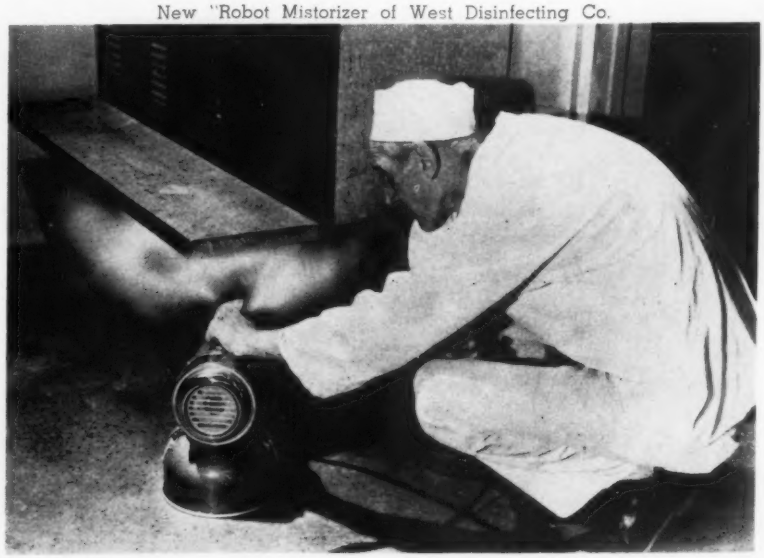
The fifth annual short course in insect and rodent control for sanitarians and others interested in public health was held April 13 and 14 at Purdue University, Lafayette, Ind., by the Indiana State Board of Health, U. S. Fish and Wildlife Service, and the university's department of entomology.

New developments in insect and rodent control were discussed and standard methods briefly reviewed. Community pest control problems were studied, including educational methods in rat and mouse control in large and small cities and in rural areas. Progress in public dump control, and fly and mosquito programs were also covered. Insect, rodent, and bird contamination in processing plants, equipment and formulations for their control and other sanitation needs were subjects of discussion.

New West Sprayer

A new, electrically operated portable sprayer for control of flying and crawling insects in plants and institutions was announced recently by West Disinfecting Co., Long Island City, N. Y. Tradenamed "Robot Mistorizer", this machine breaks down oil or water based insecticides into a dry mist and ejects them under high pressure. The unit features a regulator, adjustable to amounts ranging from one pint to one gallon of insecticide to be dispensed per hour, an automatic timer, and dual nozzles for wide area coverage. West gives the following specifications for the new sprayer: AC or DC, 110 to 120 v, 60/25 cycles, five amp.; 3/8 horsepower motor; weight 13 pounds; length 12 inches; diameter nine inches; height 13 inches; tank of one gallon capacity.

New "Robot Mistorizer of West Disinfecting Co.





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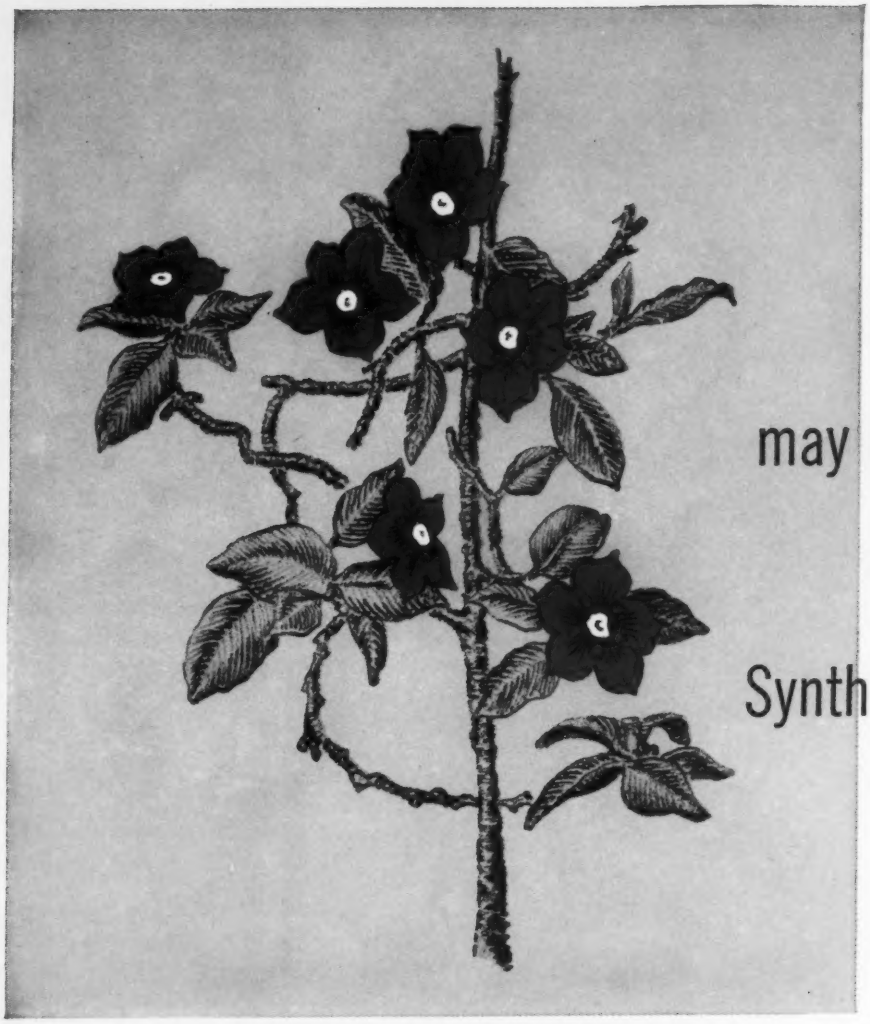
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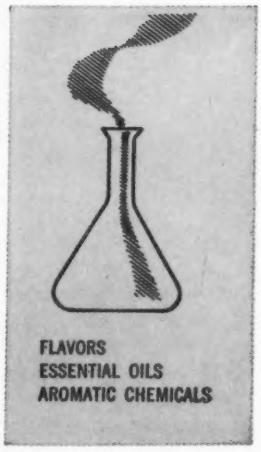
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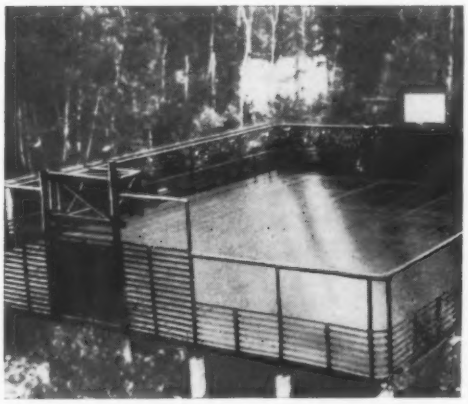
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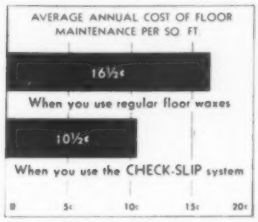
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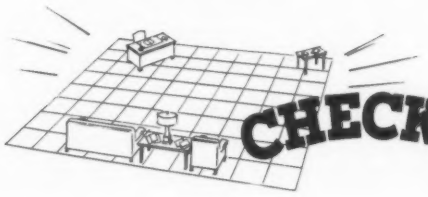
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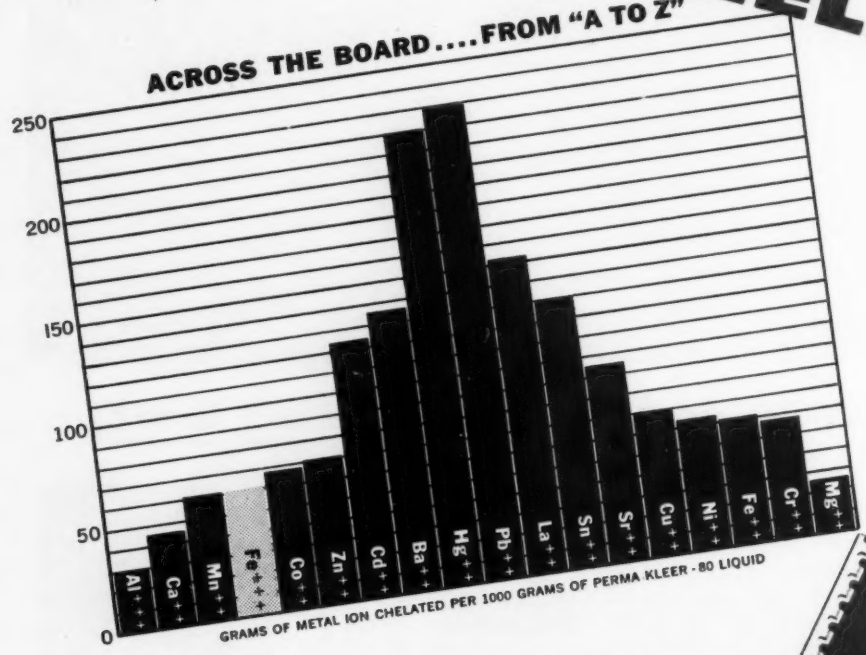


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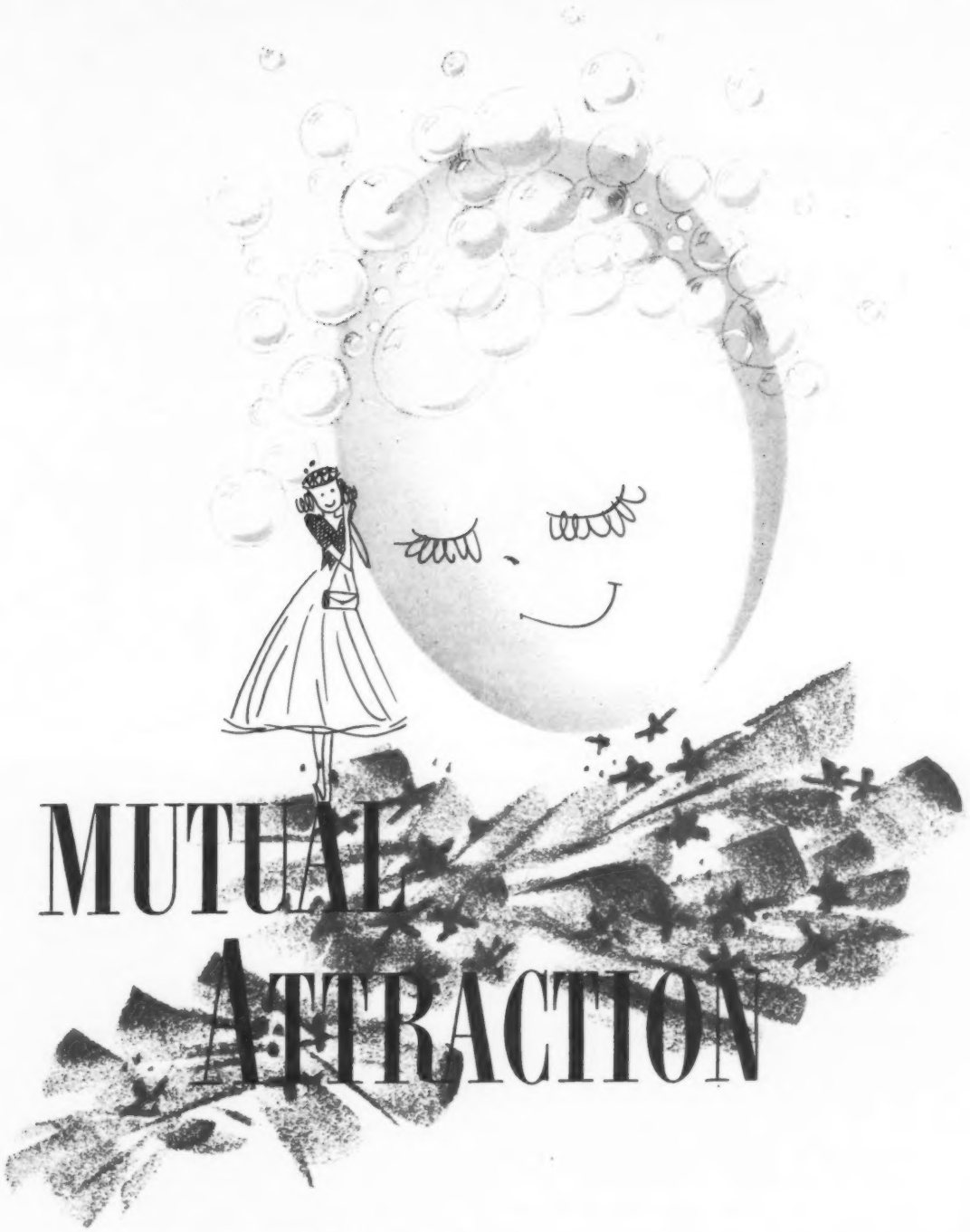
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Southwestern: RELIANCE CHEMICALS CORP., 2437½ University Blvd., Houston 5, Texas
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Red sore hands among your customers' workers can easily lead to red ink for them and YOU! Costs for lost time, lowered productivity, compensation claims and medical care mount rapidly. Industrial Dermatitis is still the nation's number one occupational ailment. Sanitary suppliers all over America have found one of their best sellers and their customers' most effective aids in the battle to prevent dermatitis is —

PAX-LANO-SAV HEAVY DUTY
GRANULATED SKIN CLEANSER

Send for a sample today on your letterhead. Give it to your customer whose men have the dirtiest jobs. Watch not only how fast and thoroughly it cleans, how easy it is on the skin but how fast and steadily those orders start rolling in. Send for that free sample today.

PAX-LANO-SAV HEAVY DUTY Granulated Skin Cleanser has been awarded the Seal of Approval of the Committee on Cosmetics of the American Medical Association.

When you specify any PAX Product you get as an extra dividend the experience, ability and special know-how of our PAX Research and Testing Laboratory, acquired through more than a quarter-century of continuous research and development.

LOOK for the PAX ROOSTER

Your Assurance of a Superior Product

PAX

G. H. PACKWOOD MFG. COMPANY

Manufacturing Chemists

1539 TOWER GROVE AVE. • ST. LOUIS 10, MISSOURI

Add new sales appeal to your industrial and domestic cleaners with Du Pont SULFAMIC ACID



WHITE, CRYSTALLINE SOLID
Combines
STRONG ACID EFFICIENCY
SAFER HANDLING and USE

BROADEN YOUR MARKET IN

- ...Dairy Milk-Stone Cleaners
- ...Domestic Cleaners
- ...Cleaning Paper-Mill Felts and Wires
- ...Descaling Sugar Evaporators
- ...Descaling Air-Conditioning Coils
- ...Brewery Cleaners
- ...Marine Evaporator Cleaners
- ...Metal Cleaners and Brighteners

You can boost your sales by formulating your industrial and domestic cleaners with Du Pont Sulfamic Acid. This granular acid has what it takes to make your cleaners more effective—your sales story more convincing.

Your customers will like the speed with which Sulfamic Acid cuts through stubborn scales and films—the complete rinsability of its highly soluble salts. Safer on metal surfaces, too—it makes copper and stainless steel sparkle. With this odorless, non-hygroscopic, crystalline acid you eliminate expensive storage, packaging, and handling problems.

Get all the facts on this efficient acid today. Fill in the coupon below and mail it to Du Pont.

MAIL THIS COUPON TODAY

E. I. du Pont de Nemours & Co. (Inc.)
Grasselli Chemicals Dept., Room D-4166
Wilmington 98, Delaware

Please send me your bulletin on Sulfamic Acid and information on its application in cleaning_____.

*Name*_____ *Position*_____

*Firm*_____

*Address*_____

*City*_____ *State*_____

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REG. U.S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
...*THROUGH CHEMISTRY*

Today and Tomorrow

FINER SOAP FRAGRANCES

created by **RHODIA**





Got a soap puzzler? Let experienced Rhodia chemists work with you to find the best solution!

Day after day, chemists in Rhodia laboratories work toward one—and only one—goal: the creation of finer, higher-quality synthetics and aromatic compounds. This extensive research can help provide the answers to *your particular soap problem* . . . can help you achieve the *perfect fragrance* for your soap products.

For advice on your formulations, or the way to give your scent an extra sparkle, contact us. Write today for a catalogue listing RHODIA'S products.

For quality aromatics . . . depend on Rhodia

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PLANT: PATERSON, N. J

Dependable Source for Chemical Raw Materials



Robert McInnes, Jr., Sales Manager, King Manufacturing Co., makers of King-Of-All Kleeners, Flint, Michigan.

Wyandotte quality helps King-Of-All Kleener gain consumer acceptance

"We've been using Wyandotte Caustic Soda since 1933. We use it in our King-Of-All Sewer and Septic Tank, Drain Pipe, and Grease Trap Kleeners," states Robert McInnes, Jr., Sales Manager, King Manufacturing Co., Flint, Michigan.

"With our national distribution and growing volume, it is vitally important that we use uniform, high-quality, free-flowing Caustic in our products. Wyandotte provides this, and is always willing to assist us on any chemical problems which come up in our business.

"Wyandotte gives small consumers the same consideration as the large ones. We know. Wyandotte gave us good service when we were buying Caustic a drum at a time. Now, we buy in carload lots, have added modern, automatic packaging machines, trebled our production and still get the same fine service."

Whenever you buy chemical materials, it will pay you to investigate Wyandotte Chemicals as your source of supply. Wyandotte, a basic producer with its own sources of raw materials, has demonstrated its ability to work with industries on chemical requirements for more than 64 years. Wyandotte can serve your needs by the drum or carload, from plant or widespread distributor stocks . . . may we serve you? *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Offices in principal cities.*

Wyandotte CHEMICALS

HEADQUARTERS FOR ALKALIES

Soda Ash • Caustic Soda • Bicarbonate of Soda • Chlorine
Calcium Carbonate • Calcium Chloride • Glycols • Synthetic
Detergents • Agricultural Insecticides • Soil Conditioners
Other Organic and Inorganic Chemicals



Minimizes settling—reduces outage

Celite provides 3 to 10 times more bulking action

than any other inert mineral filler

FOR CLEANSERS, insecticides, fertilizers and many other dry formulations —Celite* diatomite powders provide great bulk per unit weight, at exceptionally low cost per unit volume. When added to formulations—even in quantities as small as 1%—Celite greatly minimizes settling, reduces outage, adds easier dispensing properties, too.

This bulking action is due to Celite's unique structure. Composed of microscopic, irregularly shaped particles which won't pack down, a given volume of Celite contains about 93% air space or voids.

Other useful properties step up product performance

Because of its light porous mass, Celite has great absorptive capacity for perfumes, chemicals . . . it keeps powder free flowing and serves as a medium for shipping or storing liquids in dry form. And the tiny, durable Celite particles are also widely used as a mild, non-scratching abrasive in many silver, glass and auto polishes.

If you are looking for the "extra something" to lift your product above competition—at no extra cost—discuss your problem now with a Johns-Manville Celite Engineer. For further information and samples, write Johns-Manville, Box 60, New York 16, New York. In Canada: 199 Bay St., Toronto 1, Canada.

Add all these product advantages—*with Celite*

- Added Bulk
- Better Suspension
- Faster Cleaning Action
- Greater Absorption
- Improved Color
- Elimination of Caking
- Better Dry Mixing
- Improved Dispersion

*Celite is Johns-Manville's registered Trade Mark for its diatomaceous silica products.

JOHNS-MANVILLE JM PRODUCTS **Johns-Manville CELITE** INDUSTRY'S MOST VERSATILE MINERAL FILLER

From Chemical Service of Baltimore

lab

The Peer of Waxes

LAB SUPER 18

Highest quality! The ultimate in floor wax. Hard, shiny lustre actually increases with wear.

LAB SUPER 15

Formulated as above. Solids content slightly lower. Dries to brilliant lustre. Long wear, easy care.

Premium Waxes

LAB 125

Balanced premium quality at a popular price. Long wear—easy care.

LAB 100

Dependable durability at an attractive price. Highly satisfactory service.

LAB 99

Splendid wax at an economy price. Ideal where waxing is frequent.

Safety Waxes

SUPER SAFE

101 Hydraoxated Carnauba Floor Wax

Use where absolute super safety is vital. Safe even when wet.

HARD SURFACE

202 Hydraoxated Carnauba Safety Wax

Safety factor is well above Underwriters' Laboratories minimum.

VILITE—30
Shiny, non-slip vinyl resin, dressing and seal

LUDOX WAXES
LAB SUPER L151 and LAB L101 contain LUDOX

lab

Complete line of hard and shiny floor waxes

contains HYDRAOXATED CARNAUBA

One for every purse, every purpose. Choose any wax in the LAB line. Put it on the floor with confidence. However applied, it levels smoothly . . . dries quickly to a safe, hard shine. It is so tough . . . dirt does not penetrate into it. Foot traffic cannot injure it. Dirt stays on top—wipes off with damp mop. Scuff marks buff out. LAB WAXES—formulated with Hydraoxated Carnauba—feature *easiest care* and *longest wear*. Write for full information.

Cleans all floors to colorful beauty



ALKATROL with Colordyne

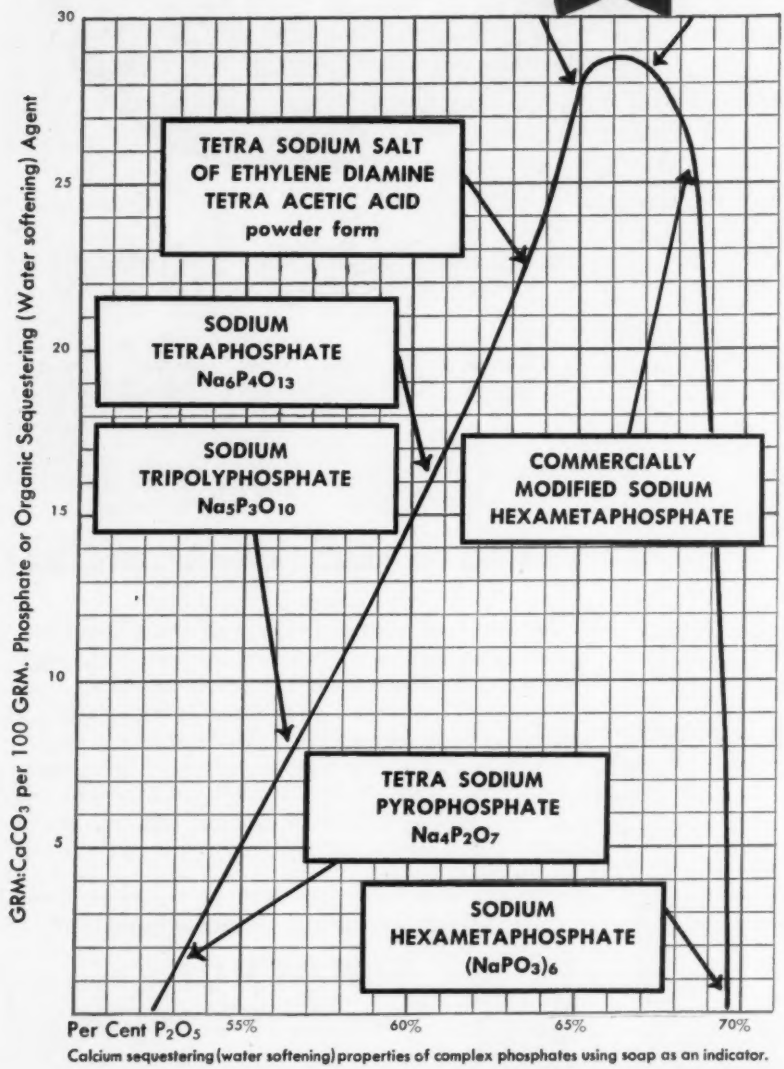
Revives floor colors dulled by residual haze. Cleans floors *visually* brighter!

CHEMICAL SERVICE OF BALTIMORE INC.

Howard and West Streets • Baltimore 30, Md.

HY-PHOS*

the amazing NEW sodium glassy phosphate HY-PHOS *for*



Calcium sequestering (water softening) properties of complex phosphates using soap as an indicator.

Water treatments
Soaps and detergents
Cleaning compounds
Textile processing
Dairy cleaners
Boiler water compounds
Preventing corrosion
Treating drilling muds
Decontaminating radio-active surfaces

HY-PHOS . . . *Highest sequestering (water softening) power of all known chemicals.*

HY-PHOS . . . *Highest dispersing power, wetting enhancement power, corrosion resistance power, nearest to neutral, . . . of all glassy phosphates.*

HY-PHOS . . . *Costs no more than other glassy phosphates.*

5 FORMS . . . *plates, pellets, regular grind, granular, fines.*

Write...

for sample (state grind) and technical booklet describing properties, formulas and uses.

*U.S. Patent No. 2,574,047

*Trade Mark Registered.

I. P. Thomas & Son Co.
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Kyro EO

PROCTER & GAMBLE • MADE IN U. S. A.



a new and unusually versatile nonionic detergent

PHYSICAL AND CHEMICAL PROPERTIES

- an alkylphenol ethylene oxide condensate type product
- clear viscous, free-flowing amber liquid
- clean, pleasant odor
- completely water soluble
- forms stable emulsions with hydrocarbon solvents, mineral and vegetable oils
- free rinsing
- does not foam excessively

PERFORMANCE ADVANTAGES

EXCELLENT—
- —detergency
- —surface tension lowering ability
- —emulsifying power
- —wetting power
- —lime soap dispersing ability

STABLE TO—
- Acids
- Alkalies
- Oxidizing agents
- Reducing agents
- Water hardness

COMPATIBLE WITH—
- Anionics
- Cationics
- Inorganic salts

APPLICATIONS

Insecticides
Liquid detergents
Sanitizer detergents
Shampoos
Self-emulsifying solvents
Emulsion paints
Anti-dusting agents
Metal cleaning
Rubber pigment dispersion
Paper de-inking

PROCTER & GAMBLE

Bulk Soap Sales Dept.
P. O. Box 599
Cincinnati 1, Ohio

I am interested in your new nonionic detergent—KYRO EO.
Send me further details as to its use in

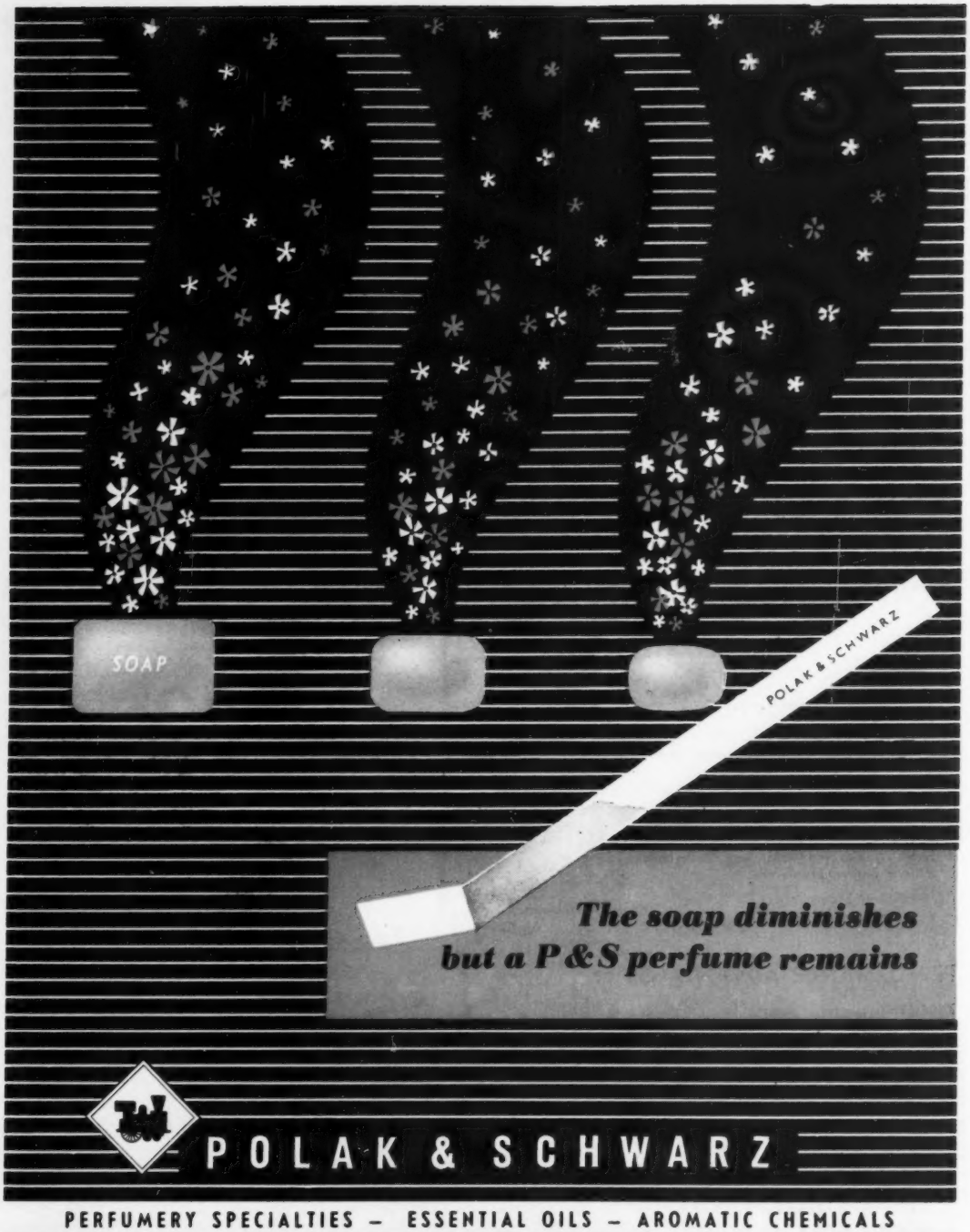
_____
(type of product)

Name.....

Company Name.....

Street.....City.....State.....

PROCTER & GAMBLE
CINCINNATI, OHIO



PERFUMERY SPECIALTIES – ESSENTIAL OILS – AROMATIC CHEMICALS

Polak & Schwarz Inc., 667 Washington Street, New York 14 (N.Y.)

We'd like to help you crack some **TOUGH NUTS!**



For "HARD-TO-CRACK" wax prospects

TRY ONE OF THESE THREE GREAT ULTRA FLOOR WAXES!

We are confident that even the hardest-to-sell wax user will be delighted with the performance of the quality floor waxes listed below. And we know once they try these waxes under your own label, they'll continue to be regular users. If you'd like to have your toughest customers try these fine waxes —*at no cost to you*— mail the coupon today for full details on Ultra's FREE "tough nut" offer.

JV-12 No-Rubbing Self-Polishing Floor Wax. An entirely new formulation that overcomes the high Carnauba price problem. Formula JV-12 meets all of your quality needs, but is priced to give you volume sales.

JO-12 No-Rubbing, Self-Polishing Floor Wax. A scientific blend of selected synthetic waxes that assures pleasing lustre . . . high degree of anti-slip . . . good laydown without streaks or blemishes in dried films and high resistance to water spotting.

820-12 No-Rubbing Self-Polishing Floor Wax. For government and institution bids which specify a high percentage of Carnauba Wax, Formula 820-12 contains 12% solids, of which 62% is pure Brazilian Carnauba.

Mail coupon today!

ULTRA Chemical WORKS

ULTRA CHEMICAL WORKS, INC.
Joliet, Ill. • Paterson, N. J. • Hawthorne, Calif.

Ultra Chemical Works, Inc.
P. O. Box 2150, Paterson, New Jersey

Please send me full details on Ultra's FREE "Tough Nut" offer.

Name .....

Address .....

City ..... Zone ..... State .....



AEROSOL PERFUMES

Colognes, perfumes and certain types of cosmetics packed in aerosol sprays and "mist" containers are fast becoming the most popular methods of packaging and application.

Roure-Dupont has set up a special laboratory, thoroughly equipped for the testing of perfume oils and compounds in aerosol propellents. All perfume oils used in aerosol products must be completely compatible in the propellent. Submit your problem to us, we can assure you complete satisfaction.

ROURE-DUPONT, INC.

ESSENTIAL OILS, AROMATIC CHEMICALS AND PERFUME BASES

GENERAL OFFICES

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ROURE-BERTRAND FILS et JUSTIN DUPONT

GRASSE (A. M.) FRANCE

ARGENTEUIL (S. & O.) FRANCE

It's time to LOOK AT ALL 12!

says Mr. fatty acid

You can always follow the market with the broad line of
ADM VEGETABLE FATTY ACIDS

FATTY ACID TYPE AND GRADE	PROTECTIVE COATINGS	SYNTHETIC RESINS	INKS	PUTTY AND CAULKING COMPOUNDS	METALLIC SOAPS	LIQUID SOAPS	WAXES AND POLISHES	INSECTICIDES AND DISINFECTANTS	LUBRICATING GREASES	COSMETICS	PHARMACEUTICAL
COCONUT Double-Distilled		X				X		X		X	
LINSEED											
Water White	X	X	X								
Regular	X	X	X	X	X	X		X			
SM-500	X	X	X	X	X	X		X			
SM-600	X	X	X	X	X	X		X			
Essential Unsaturated Free Fatty Acids											X
SOYA											
Water White	X	X	X								
Regular	X	X	X		X	X		X			
RO-4	X	X	X		X	X		X			
RO-10	X	X	X	X	X	X	X	X	X		
RO-11S	X	X	X		X			X			
MIXED VEGETABLE RO-8	X	X		X	X	X	X	X	X		
CORN-SOYA Double-Distilled				X		X	X	X	X		
CORN Double-Distilled				X		X	X	X	X		
COTTONSEED Double-Distilled		X			X		X	X	X		
CHINAWOOD	X	X	X								

Take the Scientific Shortcut with **Archer fatty acids**

● Are you finding competition in the soap business a little more brisk today? Then it is, indeed, time to re-acquaint yourself with ADM's broad and complete line of vegetable fatty acids.

As the chart above indicates, you can have your choice of *twelve* specialized ADM acids ideally suited to soap making. Therefore, whether your primary interest at the moment is economy, or easier processing, or higher quality, you can always find your "best buy" in ADM's linseed, soya, corn, corn-soya, cottonseed, coconut or mixed fatty acids.

In addition to getting the most advantageous base price, you will find extra savings at ADM by *combined purchasing*. Order any combination of fatty acids and oils, in truckload, carload or tankcar shipments. Highest purity and unvarying uniformity are assured.

Want technical information? Mail the coupon at right.

ARCHER-DANIELS-MIDLAND CO.
600 ROANOKE BUILDING • MINNEAPOLIS 2, MINN.

Please send technical bulletin No. 78 describing advantages of ADM's vegetable fatty acids in soap making.

*Name*_____

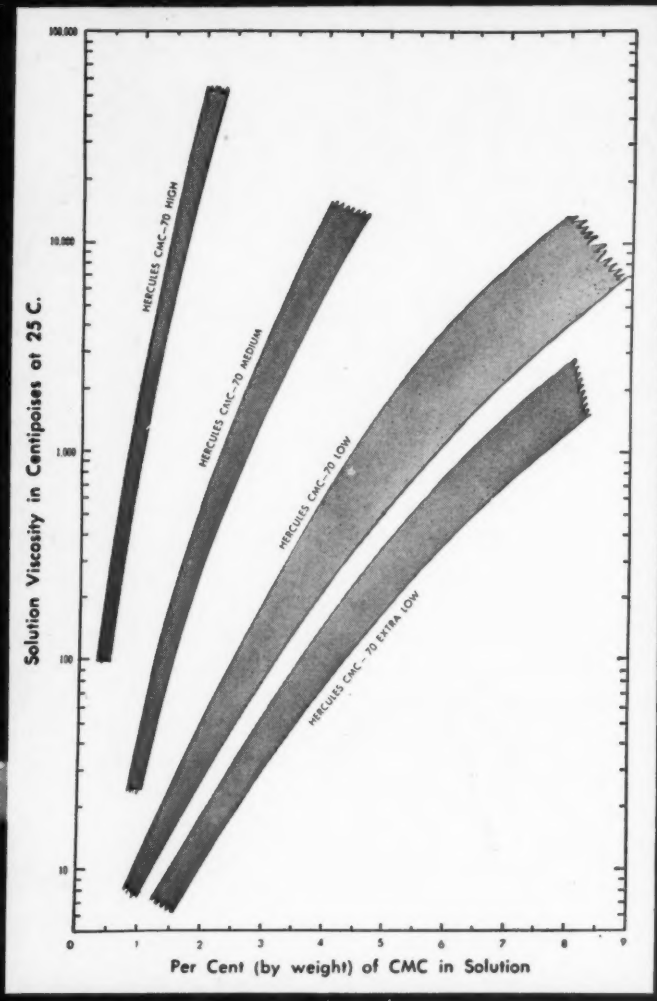
*Company*_____

*Address*_____

*City*_____ *Zone*____ *State*_____

Cellulose Gum (CMC)





Curves show the viscosity-concentration ranges at 25°C for four types of Hercules CMC: CMC-70 Extra Low, CMC-70 Low, CMC-70 Medium and CMC-70 High. Photograph at left shows one thickening effect possible with a CMC-water solution.

THIS ECONOMICAL WATER-SOLUBLE GUM HAS UNEQUALLED VISCOSITY RANGE

With cellulose gum (Purified Hercules® CMC) now available in ten different types, this water-soluble colloid meets all requirements for a thickening agent. Some indication of viscosity concentrations possible is given in the chart above.

Hercules cellulose gum has exceptionally high purity (99-5%+); is compatible with a wide variety of gums, plasticizers, and resins; is insoluble in organic solvents; and is uniformly high in quality from lot to lot. Write for testing samples, indicating proposed uses so that we may determine the proper types.

Cellulose Products Department

HERCULES POWDER COMPANY INCORPORATED

961 Market Street, Wilmington 99, Delaware

CM54-2

. . . in brief

as the editor sees it . . .

POPULARITY . . . . Like in ladies' hats, there also apparently are styles and fads in suicide. Grim as the subject may be, even in the contemplation of death, human sheep must follow an approved pattern, a popular design. It seems in Germany, right now, a poisonous insecticide is the popular means for poor demented souls to take their own lives. Within a few days, some two dozen persons in West Germany committed suicide by taking this poison, a material made "popular" by its known use in a notorious triple murder.

As invariably happens in a situation of this type, the Bonn authorities through the Interior Ministry have moved to restrict the sale and distribution of the insecticide. The Government announced that immediately it was "preparing an ordinance" regulating the distribution of the material. So far we have not found out exactly which poisonous material is being used, but at the moment such is beside the point. It is the typical manner in which government authorities willy-nilly slap on restrictive regulations in cases like this which gripes us. And of what avail? Anybody so far off his rocker can always jump out a window.

•

WRONG PACKAGE? . . . . Too many products, it seems to us, come packaged in altogether unsuitable containers. The story of the rubbing alcohol producer who packaged his product in bottles that would fit in no medicine cabinet ever built is a familar one. Sales of the product soared when, with the aid of a bottle manufacturer, the alcohol producer worked out a bottle that would fit in almost every conceivable type of medicine cabinet.

Recently, a chemical specialties manufacturer favored us with a sample jar of the newest addition to his line. Not knowing whether the product in the wide mouth glass bottle was a paste, liquid or powder, since a king size label covered practically the entire side of the jar, we opened it to sniff and examine the product. As a white liquid came gushing over the sides onto our desk top, all over the front of a new suit and into the seat of a leather desk chair which was promptly discolored, our reaction was what might have been expected.

It occurred to us that had we been the buyer for a large department store or chain that the manufacturer sending out a product so obviously improperly packaged would never sell us an ounce of the material.

Since most buyers tend to examine samples of whatever they are buying, the quickest way to head off trouble with them is to put yourself in their place. This includes studying your package to make sure that the product is in the right type of container.

•

CONCENTRATE . . . . Our state officials having to do with enforcement of economic poisons laws apparently through their association are still undertaking a little rewriting of the dictionary. Of concern at the moment is a rather restricted definition of the word, "concentrate," as applied to pesticides. If they make their definition stick, this word on a label hereafter shall refer only to the "purest chemical form" or maximum concentration commercially available. As we interpret this, a "rotenone concentrate," for example could be only 100% rotenone crystals. A DDT "con-

centrate" would be straight technical DDT, nothing less. Regular 20 to one pyrethrum extract, referred to as pyrethrum "concentrate" for years, would no longer be a "concentrate."

If true, this all sounds sort of silly to us. And a lot of confusion could result. For years, any product requiring dilution to make a finished insecticide, be it for home, industry or agriculture, has been termed commonly a "concentrate" or "concentrated." Yes, we know that some labels for products already diluted for use such as fly sprays, stock sprays and packaged aerosols mention "concentrated." Obviously, this is misrepresentation designed to convey the idea of a stronger, more potent product. But does this or similar misuse of the word by a few manufacturers warrant rewriting the dictionary definition? To us, it does not seem too sensible an approach to a solution of the problem, — if there *is* a real law enforement problem here.

•

APPROVAL . . . . For ten years or more, we have pounded on the weaknesses of these so-called seals of approval. We have pointed out again and again that even the best of them are worse than meaningless. They can and do mislead the buyer. They induce a sense of confidence and security which may well be false. They pretend to guarantee the quality of a product under circumstances which any six-year-old should spot as an empty shell. They play hard-headed manufacturers for suckers year after year, not to mention the buying public.

But, still the thing continues to grow. Why? The answer is simple. There's money in the deal. Getting a seal of approval or your product on an "approved" list is accomplished at a price, not too unfrequently via a little polite blackjackery. Your competitors are on the "approved" list. Why not your product? What will your customers think? That your product couldn't make the grade? And another sucker climbs on the band wagon. It's as simple as that.

That we are amazed at the calibre of firms which fall for this racket is putting it very mildly indeed. When we see our holier-than-thou professional associations dipping elbow-deep into this filthy lucre, we register just plain disgust. When we note the facilities of some laboratories which do the "approving," we wonder how long it can go on. And policing? Don't let's become humorous at this point. Well, maybe the old FTC will step in one of these days and take a look. Who can tell? In the meantime, we are going to continue to tab the whole thing for just what it is, a cheap racket.

•

LABELS . . . Too many labels on household chemical specialty products which we have observed still use most of their space to tell the user how wonderful the product is. The thought that the buyer may misuse the item because of insufficient, unreadable or poorly worded directions does not seem to enter the head of the average manufacturer. He seems so hepped up on convincing the user what a marvelous product she has just purchased that all else appears forgotten. Misuse may damn the product, kill repeat sales, and even bring the threat of lawsuits. But, the laudatory drivel still crowds useful directions to a very minor position on the label.

Maybe we're wrong, but we assume that most labels are read *after* the product is purchased, if they are read at all. Possibly some prospective buyers will pick up a package from a display rack and examine the label, but we feel they are a minority. The main job of the label, as we see it, is to get the product used correctly, safely, effectively. If this does not happen, of what avail are the laudatory claims? The user tabs them as strictly baloney and in future purchases acts accordingly, buys something else.

So, once again we urge makers of these modern-day "miracle chemical products" for home use to temper their enthusiastic exaggeration in label writing with a little more good horse sense. Take off the junk, and put on readable, safe, useful directions for use. If the user reads them, — and the chances are that she will not, — then you at least have done your part to save your product from a life worse than death.

as the reader sees it...

Pesticides in Press

Editor:

I am naturally interested to find on the editorial page of your February number of *Soap & Sanitary Chemicals* a reference to me and my views on the use of pesticides in relation to public health.

May I say that I am in full agreement with the position you take regarding our press. I think we all would have a little more respect for our American press generally if it did not indulge in so much sensationalism.

P. J. Chapman,
Head of the Department of Entomology
New York State Agricultural Experiment Station
Cornell University
Geneva, N. Y.

—— ★ ——

Bubble Bath Formula

Editor:

In your February issue, we noted a liquid bubble bath formula mentioning the use of Mirapon LF which you quoted from a recent number of "Schimmel Briefs." We appreciate the publicity for our product but would like to add the following comment.

Mirapon LF was a war-time product based on oleic acid and was discontinued in 1947 when better raw materials again became available.

Today we manufacture two products for liquid bubble bath, one of which is our Miranol CM Conc. based on coconut fatty acids and Miranol LF Superclear Conc., which is entirely salt-free and therefore has a very high tolerance for perfume. Both products produce a large amount of thick and stable foam. The outstanding feature of Miranol CM Conc. is not only the extremely high amount of foam, but also complete compatibility of the foam of the product with soap. This means, in effect, that foam produced by Miranol CM Conc. in bubble bath formulations will last throughout the entire bath. For your information and that of your readers', descriptive literature is available.

Walter Mannheimer
Miranol Chemical Co.
Irvington, N. J.

We are grateful to Mr. Mannheimer for bringing to our attention the new and obviously improved member of the Miranol family. Ed.

—— ★ ——

Wants Bid Information

Editor:

Being a subscriber to *Soap & Sanitary Chemicals* magazine, I have become interested in your Bids & Awards feature.

What is the best procedure to follow in order to be put on the mailing lists so that we too may bid on some of these requirements?

We would appreciate greatly any information you can give with regarding to the above.

Seymour Smith,
Sales Manager
Defiance Corp.
Detroit

When a government agency, and in this instance we presume Mr. Smith is referring to openings of Federal agencies, announces an opening, these announcements are sent to firms which have previously bid on the same or a related item. For newcomers, the best procedure would be to check with local branches of Federal agencies, such as the Federal Supply Service, which eventually will buy all non-military items for the government, to determine what openings exist. In addition it might be wise to write to the Federal Supply Service, which is part of the General Services Administration, Washington, D. C. and ask that your firm be listed to receive announcements of openings. A daily publication, the U. S. Government Advertiser, published in Washington, D.C., specializes in reporting bids and awards and openings for bids on all types of government supplies. Ed.

—— ★ ——

Detergents List

Editor:

We have been very pleased with John W. McCutcheon's two lists of "Synthetic Detergents" published in several 1949 and 1952 issues of your periodical.

However, since the appearance of the second compilation in 1952, numerous new products have appeared. We realize that it is a major task to keep such a list up to date and hope that you are planning to publish a third list in the future.

Will you please advise us regarding your plans for such a revision and a probable date of publication.

Miss Helen Skowronska
Sherwin-Williams Co.
Cleveland

Mr. McCutcheon is constantly at work keeping his list of synthetic detergents and other surface active agents up to date. To do this he has available an IBM card file listing of all synthetic detergents. In addition to a basic file, cards listing new products are issued from time to time. We plan to publish in Soap & Sanitary Chemicals a revised listing, either late this year or early next year. Mr. McCutcheon is now assembling his material for the project. Ed.





A merit award for superiority of printing was won by "Fab," of Colgate-Palmolive Co., Jersey City, N. J.

"Drene" shampoo of Procter & Gamble Co., Cincinnati, was given a merit award for the display, which holds the three types of shampoo.



Best Detergent Packages...

JUDGES of the 1954 Folding Box Competition sponsored by the Folding Paper Box Association of America were unable to find any soap cartons worthy of a first place award in the various categories on which the 6,288 entries in the contest were judged. Several "Merit Awards" were, however, given to some packages for soap, synthetic detergents, chemical specialties and cosmetics and also for two counter displays.

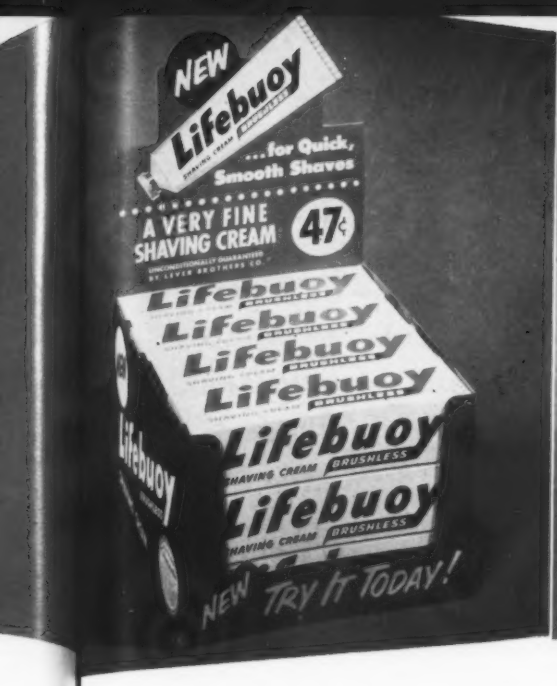
The carton for "Fab", a synthetic detergent made by Colgate-Palmolive Co., Jersey City, N. J. was given a merit award for "superiority of printing" in the class judged on "multi-color printing by the gravure process." Judges commented that the gravure process achieved a photographic quality on the back panel where a series of seven photographs utilizing portraits of participants in the Colgate radio Comedy Hour appear. This, it was pointed out, has a terrific impact on customers going through supermarkets, etc. Robert Gair Co., New York, made the box, using four colors and gravure gloss on .026 bleached manila news box stock.

Andrew Jergens Co., Cincinnati, also won a merit award for its new "Jergens Instant Suds" carton for "superiority of multi-color printing by letterpress." The box maker, Richardson Taylor-Globe Corp., used four colors and varnish on .026 CLN stock. Judges said it is ". . . a good example of a beautifully printed and well-designed carton. Its clean design tells the shopper at a glance what the product is and what it can do."

A merit award for "superiority of multi-color printing by offset lithography, went to Monsanto Chemical Co., St. Louis, for its synthetic detergent, "All." Judges commented: "The highly competitive soap and detergent market demands the very latest in consumer appealing packages. This redesigned "All" carton loudly proclaims (through the simplicity of design) the brand name, the use of the



For the three dimensional effect of its packaging of "Sachet Paquet," Allen B. Wrisley Co., Chicago, won a merit award.







Display unit for "Lifebuoy" shaving cream of Lever Brothers Co., New York, won a merit award for the use of eye catching colors. Display does a "workhorse" job and well in the opinion of the judges.

New "Jergens Instant Suds" of Andrew Jergens Co., Cincinnati, to be sold through self-service outlets is good example of beautifully printed and well-designed carton. Clean design tells what product is and its use.

Another example of a liquid product in glass and packed in a carton for added merchandising value is "Glamorene Upholstery Cleaner" of Glamorene, Inc., New York. Billboard appearance of carton is inviting to the customer.

product and its weight. The design further simulates the action of water in automatic washers. A seal end carton with sift-proof sealing flaps and a perforated pouring spout, it is also alkaline proof and is laminated with an inner wax liner for moisture control." Made by United States Printing & Lithographing Co., Cincinnati, using four colors and varnish by lithography on .020 WPC wax lined stock.

Among other cartons receiving merit awards were the following: "Glamorene Upholstery Cleaner," made by Alford Cartons for Glamorene, Inc., New York. Judges said of the carton: "Another example of a liquid product packaged in glass has been put into cartons for additional merchandising value. The billboard appearance of carton is inviting to customer and its sales message is short. In self-service the carton is legible enough to be seen at a distance of 10 feet and can be read in a few brief seconds. The carton tells the story."

"King Powdered Laundry Bleach." Made by Guilford Folding Box Co. for Mangels Herold Co., Baltimore. This new product, said the judges "is making its bid for shoppers' dollars in an eye-appealing carton. It is a standout on the dealer's shelf and at the same time it conveys its message to the consumer tersely in a matter of seconds."

"Sachet Paquet" by Ace Carton Corp. for Allen B. Wrisley Co., Chicago. "The effect of 3-D is now being felt in the packaging industry," judges remarked. "The Wrisley sachet paquet utilizes a unique angular construction to achieve this 3-D effect. It is foil laminated for dramatic appeal to the cosmetic customer."

"Midnight," made by Robert Gair Co. for Lehn & Fink Products Corp., New York. "The highly competitive cosmetics field," said the judges, "demands a constant stream of new, imaginative and yet economical packaging methods. This 'Midnight' cologne carton is an ad-

(*Turn to Page* 105)



For terseness in conveying its sales message to consumers "King" powdered laundry bleach of Mangels Herold Co., Baltimore received a merit award in the soap product division.

New Antiseptic for Soap...

Tetramethylthiuram disulfide (TMTD) is a new germicidal agent for soap and has skin deodorant properties

By L. J. Vinson*
Lever Brothers Co.

THE skin harbors a large population of bacteria over its surface, in its crevices and natural orifices. Some of these bacteria are transient, not adaptable to the skin substrate and are readily destroyed or removed by washing with ordinary toilet soap. The skin adaptive organisms, the so-called resident bacteria, thrive on skin, using as nutrients the perspiration, sebaceous secretion and skin detritus present on the body surface. The bacterial digestion of these materials yields malodorous substances resulting in typical body odor. Washing the skin with plain soap results in the removal of part of the resident bacteria but there is little or no toxic effect on relatively large numbers remaining on the skin. These continue to multiply and may produce body odor within one day.

To inhibit more effectively the development of body odor, an agent is needed which will either kill the resident bacteria or reduce their rate of multiplication.

In the past fifteen years attention has been centered on a group of 2,2′-methylene bisphenolic compounds which were found to be effective antibacterial agents in the degerming of skin. Unlike the simple phenolics as typified by phenol, cresol and p-meta xylenol the bisphenolics retain to a large degree their activity in soap solutions. The best known and most effective member of this class of compounds, is 2,2′-methylene bis (3,4,6 trichlorphenol) more familiarly known as hexachlorophene or "G-11."* The antibacterial activity of soap containing two percent "G-11" has been made the basis for deodorant and therapeutic reports (1,2,3,4). Recently, a thiobis phenolic, 2,2′ thiobis (4,6 dichlorphenol), which will be referred to as TBP hereinafter, has been reported to be equivalent to "G-11" as a soap antiseptic (5).

*Biological Section Chief, Lever Brothers Co., Research Center, Edgewater, N. J.

New Soap Germicide

THIS paper describes the properties of a new soap germicide which has proven to be highly effective against cutaneous bacteria as well as other organisms. The compound is tetramethylthiuram disulfide (TMTD), known to the rubber industry as a vulcanization accelerator since 1918, and later utilized as an agricultural fungicide (6). The antibacterial and antifugal properties of TMTD and related compounds have been reported by several investigators (7,8,9). It is the purpose of this report to present bacteriological and armpit odor inhibiton data which show that soap containing one percent TMTD has excellent antiseptic and deodorant properties.

*Registered trade mark Sindar Corp., New York.

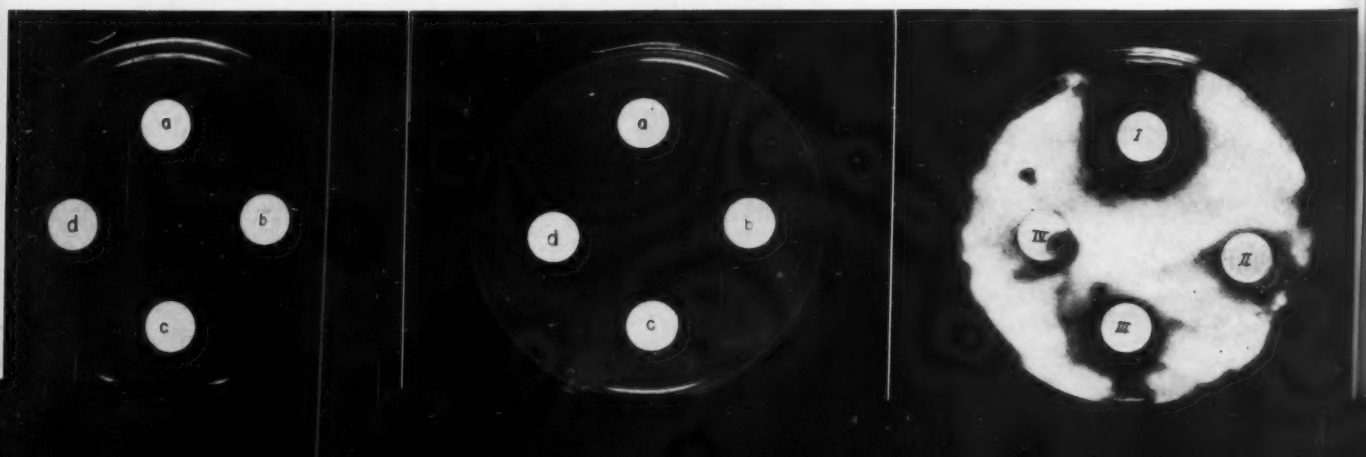
Physical and Chemical Properties

TETRAMETHYLTHIURAM disulfide (TMTD) can be regarded as an oxidation product of dithiocarbamic acid and has the formula which is shown on the facing page.

Figure 1. The relative effectiveness of solutions of three germicidal soaps and a control soap in inhibiting the growth of **Micrococcus pyogenes** var. **aureus** on a nutrient agar plate. a. Pure soap control—no inhibitory effect; b. Soap containing 2% TBP—diffuse zone of inhibition; c. Soap containing 2% "G-11" —small sharp zone of inhibition; d. Soap containing 1% TMTD—large sharp zone of inhibition.

Figure 2. The relative effectiveness of solutions of three germicidal soaps and a control soap in inhibiting the growth of **Escherichia coli** on a nutrient agar plate. a. Pure soap control—no inhibitory effect; b. Soap containing 2% TBP —no inhibitory effect; c. Soap containing 2% "G-11"—no inhibitory effect; d. Soap containing 1% TMTD—zone of inhibition.

Figure 3. The relative effectiveness of solutions of three germicidal soaps and a control soap in inhibiting the growth of **Trichophyton mentagrophytes** on a Sabouraud agar plate. I. Soap containing 1% TMTD—large sharp zone of inhibition; II. Soap containing 2% "G-11"—slight zone of inhibition; III. Soap containing 2% TBP — moderate zone of inhibition; IV. Pure soap control—no inhibitory effect.



It is a white crystalline solid with a molecular weight of 240.4, melts at 149°C-151°C., and is odorless in the pure state. It is almost insoluble in water, dilute caustic and many of the common solvents (Table I).

The compound is dispersible in soap-water solutions and with suitable precautions it can be incorporated into soap to form a stable mixture.

TABLE I. Solubility of TMTD in Solvents at 30° C

Solvent	Solubility (gms/liter)
Water	Less than 0.01
Methanol	3.17
Ethanol	2.59
Acetone	77.2
Ethyl Ether	1.70
Ethyl Acetate	11.5
Petroleum Ether	0.1
Benzene	47.8
Xylene	14.0
Carbon Tetrachloride	4.1
Chloroform	375

In Vitro Studies

THE principal resident organisms on skin are *Micrococcus pyogenes* var. *aureus* and *M. pyogenes* var. *albus*. These bacteria are Gram-positive and, unlike Gram-negative organisms such as *Escherichia coli* and *Salmonella typhi*, are not readily destroyed when treated with plain soap. For that reason the micrococci have served as standard test organisms in the evaluation of soap germicides. To obtain a preliminary indication of antibacterial activity, a simple agar plate technique is employed. Penassay disks* are placed on hardened nutrient agar seeded with the test organism (24 hour culture). To the disks are applied aliquots of 0.03 ml. of the soap solutions (eight percent). The Petri plates are incubated for 24 hours at 37°C.

The effectiveness of soaps containing the three germicides against *Micrococcus pyogenes* var. *aureus* is demonstrated in Fig. 1. The TMTD soap gives a larger and sharper zone than either of the other two germicidal soaps, which is indicative of more rapid diffusibility into the seeded agar.

Although Gram-negatives are not indigenous to skin they may, under certain conditions, present a problem in skin health. In this regard TMTD in soap exerts an inhibitory effect against *E. coli* and *Salmonella typhi*, not exhibited by "G-11" and other bisphenolics. A comparison of the activities of soaps in inhibiting the growth of Gram-negative organisms has been made using the agar plate method. A positive inhibitory effect of soap containing one percent TMTD against *E. coli* is shown in Fig. 2. It will be noted that no activity is evident with the control soap, or with commercial soaps containing two percent TBP and two percent "G-11."

The antimicrobial effect of the soaps was also evaluated on pathogenic fungi responsible for skin disorders such as athlete's foot and ringworm. *Trichophyton mentagrophytes*,** a skin pathogen isolated from a subject with a mycotic skin infection, was used in the agar plate method described above. Plates were prepared with Sabouraud agar and incubated at 30°C for 7 days. It is evident from the wide clear zone shown in Fig. 3 that soap containing 1.0 percent TMTD markedly inhibits the growth of *Trichophyton mentagrophytes*. The soap containing two percent "G-11" is only slightly inhibitory, the soap containing two percent TBP is moderately effective and the control without germicide does not demonstrate any inhibitory effect on the growth of *T. mentagrophytes*.

Against another pathogen, *Candida albicans* (Fig. 4) the one percent TMTD soap completely inhibits growth*, the other two germicides have a partial inhibiting effect, while the plain soap and water control are without any inhibitory action.

Other infectious fungi destroyed by one percent TMTD soap are *Trichophyton rubrum* and *Microsporum audouini*.

Serial Basin Wash Data

TO determine the skin degerming effectiveness of soap containing TMTD under actual usage conditions, a serial basin wash test was employed, based on a method described by Cade (10). Basically the method involves washing the hands of subjects with a plain soap in a series of five wash-basins. The number of bacteria in the wash-waters are determined as an indirect measure of the numbers of bacteria on the hands of the subjects. The bacterial counts of the 4th and 5th wash-waters are averaged and this number is assumed to represent the resident bacterial population.

Initial serial basin wash values are obtained on subjects who have been using a non-germicidal soap for at least one week. The subjects are then given the test germicidal soaps for regular use at home and at work for a period of one or two weeks.

At the end of the test period serial basin washes are again conducted on two successive days

Figure 4. The relative effectiveness of solutions of three germicidal soaps, a control soap and water in inhibiting the growth of **Candida albicans** on a Sabouraud agar plate. 1. Soap containing 1% TMTD—No growth (grey streak is that of soap solution); 2. Soap containing 2% "G-11"—Moderate growth along streak as indicated by white areas; 3. Soap containing 2% TBP—same as 2; 4. Pure soap control—Streak entirely overgrown with **C. albicans**; 5. Water control—Streak heavily overgrown.



*Schleicher & Schuell Filter Paper No. 240 E, diam. 12.7 mm.

**Grown on Sabouraud agar slant for 15 days at 30°C.

*A 48 hour growth mat of *C. albicans* on Sabouraud agar was employed to inoculate the soap solutions. After 10 minutes the inoculated solutions were streaked across the agar plate as indicated in Fig. 4. The plate was incubated for 48 hrs. at 37°C.

and the average bacterial counts for the 4th and 5th basin washwaters are determined. The effectiveness of a test soap is calculated as the percent reduction in average count of the 4th and 5th basin wash waters when compared with the corresponding initial values.

A tabulation of the relative effectiveness of soap containing TMTD at concentrations of 0.2 percent, 0.5 percent, 1.0 percent and 2.0 percent and soaps containing "G-11" and TBP in hand washing tests is presented in Table II.

TABLE II. Comparative Effect of Germicidal Soaps on Reduction of Skin Flora Employing the Serial Basin Wash Test

% Germicide in Soap	Percent Reduction In Cutaneous Count* TMTD	G-11	TBP
0.2**	59	8	—
0.5**	71	37	38
1.0	79	40	71
2.0	83	73	73
Total No. of Subjects Used	72	37	33

*Percent reduction in average count of 4th and 5th basin wash waters.
**Used over a two week wash test period. Soaps containing 1 and 2% germicides were used for 1 week.

Results cited in Table II indicate that after washing one week with one percent TMTD soap, the subjects show an average reduction of 79 percent in hand bacterial counts, a degerming action which is somewhat higher than found for soaps containing two percent "G-11" and two percent TBP. The latter soaps when used for one week effected a 73 percent reduction in cutaneous count. Increasing the TMTD concentration in soap from one to two percent has only a slight effect in further reducing the cutaneous count. Soaps containing lower levels of TMTD, e.g. 0.5 and 0.2 percent also give significant reductions in cutaneous count, a response not observed for "G-11" or TBP at concentrations below one percent.

The substantial reductions in cutaneous counts obtained with TMTD soaps after regular use for one to two weeks is evident even after the subjects are returned to plain soap for 48 hours. For example, the average percent reduction of the hand bacterial count for 12 subjects was 84 percent after one week washing with one percent TMTD soap; two days later, during which time they washed with plain soap containing no germicide, the percent reduction was still high, averaging 72 percent.

To determine whether the antibacterial effectiveness of soap containing one percent TMTD is reflected in the inhibition of perspiration odor development, an armpit washing study was run*. The procedure used was as follows: Twenty-six male adults with initial high armpit odor intensity were divided into two groups:

Group I—13 subjects—one percent TMTD soap used on left armpit; control soap used on right armpit.

Group II—13 subjects—one percent TMTD soap used on right armpit; control soap used on left armpit.

The subjects selected were not users of deodorants, antiperspirants or germicidal soaps. During the course of the test they were instructed to abstain from washing their armpits.

In the morning of the first day the underarm odor of each subject was rated independently by three judges who made appraisals on the basis of degrees of unpleasant odors, rated—absent, faint, moderate and strong. All subjects initially were in the category of moderate to strong unpleasant armpit odors.

The underarm areas of each subject were thoroughly washed simultaneously by two technicians for two minutes using wash cloths well lathered with the coded control and test soaps. The wash cloths were then rinsed free of soap under running water and used for rinsing the armpits. The latter were then dried with paper toweling.

Following the single wash the subjects returned the next three mornings for armpit odor appraisals by the three judges who recorded their findings independently and on a blind basis. For the purpose of evaluating the effect of a single washing, odors rated as absent or faint were considered acceptable, and moderate to strong odors, unacceptable.

A tabulation of results is given in Table III comparing a plain control soap and one percent TMTD soap as to inhibition of underarm odor development.

The results on the 26 subjects given in Table III show that in protecting against armpit odor development the soap containing one percent TMTD is vastly superior to the control soap; 81 percent of the TMTD washed armpits are protected against disagreeable odor for one day, and 62 percent for two days. The effectiveness of TMTD soap was also evident three days after the single wash, with 23 percent of the armpits still showing odor protection. Only 19 percent of the armpits were rated acceptable just one day after the single wash with the plain control soap.

*Work conducted in an independent industrial biological laboratory using coded soaps.

Irritation and Toxicity

THE irritation and toxicity properties of TMTD have been investigated on animals and human subjects utilizing approved testing methods to establish its acceptability for use in soap at a one percent level.

Histological skin studies on mice and rabbits treated repeatedly with soap containing up to 10 percent TMTD indicate no evidence of primary irritation as reflected

in absence of any epidermal damage except for a slight hyperkeratosis which is characteristic of all soaps when applied as eight percent solutions to animal skin.

TMTD in soap at levels of one, five and 10 percent exhibited no skin irritation or systemic toxicity under the stringent testing conditions of the FDA 90-day subacute topical toxicity test (11).

Multiple human patch studies on 50 subjects most of whom were regular users of soap containing one percent TMTD for more than one year failed to show any evidence of sensitization. The test was conducted as follows: A standard patch* saturated with 0.3 ml of an eight percent solution of the TMTD soap, was applied to the upper arm of the subject for 24 hours. This was repeated three times a week with at least one day intervening between patches, until a total of 10 patches had been applied to each subject. After a rest period of 10 to 14 days, a final patch was applied. No irritation was noted for the final patch or the preceding 10 patches except for an infrequent slight erythema response also evident with the control plain soap.

TMTD Stability in Soap

TMTD can be mixed into soap with no decomposition being noted during processing. Unlike the bisphenolic germicides, TMTD is not photosensitive; thus, soap containing TMTD does not darken when exposed to light.

Soap with one percent TMTD assayed full activity in storage at room temperature and 100°F. for one year.

*Elastoplast patch—single ply flannel, one inch on edge with rubber backing.

Discussion

CRITERIA important in the selection of an effective agent contributing antiseptic and deodorant properties to soap are as follows:

1) A germicide at low concentrations in soap should have strong *in vitro* activity against Gram-positive skin organisms as typified by *Micrococcus pyogenes* var. *aureus*. In addition, an antiseptic agent for use in soap should be effective against Gram-negative organisms and fungi with particular reference to skin pathogens.

In vitro tests in the evaluation of an antibacterial agent should consider along with germ killing power the ability of a germicide at low concentrations in soap to inhibit bacterial growth and to exhibit strong affinity to skin.

In vitro studies now in progress indicate that skin develops measurable antibacterial activity when washed with soap containing as low as 0.005 percent TMTD. At this concentration none of the bisphenolics become adsorbed on the skin in sufficient quantities to demonstrate antibacterial activity.

2) Compatibility between the soap and germicide is important. No loss in activity of the germicide should occur in soap during processing or storage. Also, the germicide should not discolor soap because of light instability or through chemical reaction with one of the soap components.

3) A soap germicide with demonstrated *in vitro* activity should show to advantage in actual usage tests designed to measure the reduction in cutaneous count (Serial Basin Wash Test) and the degree of inhibition of perspiration odor development (Armpit Wash Test).

4) A soap germicide should be free of primary irritation and sensitization at use concentration plus a reasonable margin of safety. Ideally, a germicidal soap should be equivalent in mildness to plain soap.

5) A soap germicide for use in the popular priced soap field should be relatively cheap in cost and readily available.

6) A desirable property of an effective soap antiseptic in addition to its deodorant effect would be therapeutic and/or prophylactic activity against organisms involved in common skin disorders.

Tetramethylthiuram disulfide (TMTD) at a one percent level in soap satisfies the first five requirements. The last one mentioned is now under investigation and preliminary results indicate that TMTD soap is effective against certain types of skin disorders.

TABLE III. Inhibition of Armpit Odor Development—Effect of Single Wash with Plain Control Soap Vs. One Percent TMTD Soap on High Odor Intensity Armpits of 26 Subjects

	No. and Percent of Acceptable Armpits*			
	TMTD Soap		Control Soap	
	Armpits	% Protection	Armpits	% Protection
After single wash				
1 day later	21	81	5	19
2 days later	16	62	4	15
3 days later	6	23	1	4

*An acceptable armpit signifies no or faintly unpleasant odor.

Summary

TETRAMETHYLTHIURAM disulfide (TMTD) at a one percent level contributes significant antiseptic and deodorant properties to soap. *In vitro* and actual usage data indicate that, in general, TMTD has greater practical value as a soap antiseptic than the bisphenolics currently in use. This conclusion is based on the findings that TMTD 1) exhibits activity against a wider spectrum of bacteria and fungi 2) has a greater substantivity to skin 3) compares favorably in mildness to pure soap and 4) has no discoloring effect on soap.

Acknowledgement: The author is greatly indebted to the following for their technical contributions: W. C. Schneider, Edith

(*Turn to Page* 103)

Does Soap Couponing Pay?

A SUBJECT which was discussed in my first talk at an AASGP meeting five years ago covered consumer promotions, their objectives, results and place in the over-all promotion picture. The consumer promotions we have in mind are those involving a special inducement to the consumer such as a coupon good as partial or full payment on a special product, a combination of two or more products at a special price, a "money off" offer, a mail-in refund offer and so on.

Re-examination of this particular subject appeared warranted because of the interest our clients and others have been exhibiting in these types of promotions recently. Furthermore, our records indicate that the use of these promotions has, in general, been greater than ever during the past year. Even greater use, or at least serious consideration of wider usage, appears likely in the future as competitive pressures intensify.

Chart 10 shows the record on couponing of household soaps and detergents during the last three years. This chart indicates the trends in coupon activity during the last three years on packaged laundry soaps and synthetic detergents and on toilet soaps. Activity is measured in terms of the number of stores that redeemed coupons on the major brands of these products during each sixty-day period.

With 1951 as a base of 100, couponing activity on packaged laundry soaps and synthetic detergents was at an index of 132 in 1952—about a third higher than in 1951—and at an index of 159 in 1953. Toilet soaps showed 20% greater couponing activity in 1952 than in 1951 but, unlike packaged laundry soaps and synthetic detergents, couponing did not increase further in 1953. However, fairly extensive use of combination offers was reported in 1952 on some of the major brands of toilet soaps compared with virtually none in 1951. In 1953, sales of combination offer merchandise among the major brands of toilet soaps—excluding the brands which have been sold in special price combinations rather regularly for a number of years—were almost twice as large as in 1952. Combination offers on packaged laundry soaps and synthetic detergents have been negligible during the last three years.



P. J. Stomberg

The primary objective of a consumer promotion usually is to increase sales of the product at the time of the promotion and hopefully in the future. There are numerous secondary objectives but most of them tie back to the objective of increased sales. Here are some of the secondary objectives:

Meeting competition.
Introducing an improved product.
Introducing a new product.
Obtaining store placement for new or improved product.
Widening store placement.
Equipping salesmen with an additional sales tool.
Pepping up advertising.
Getting store displays.
Keeping production at an economic level.

Before examining a number of actual cases illustrating the use of consumer promotions we would like to review the results of a survey made last fall on the disposition of coupons by housewives.

Among the housewives covered in this survey slightly more than half—54%—said that they redeemed the coupons they received. A small percentage—14%—stated that they gave the coupons away, while about a third—32%—reported they threw the coupons away. Although more than half the housewives said they used the coupons they received, there apparently are quite a few housewives to whom a coupon is no inducement to buy a product.

We studied the use of a combination offer to meet a competitive promotion, in a market shared by two brands. During the first six-month period one of the brands, Product G, had 43% of the total. Product G decided to get a larger share of the market by offering one package at five cents with two packages at regular price and appeared to have succeeded because its share rose to 50%. However, almost half of its sales were in the three-unit combination package.

Product H was unwilling to lose ground and countered with a competitive offer consisting of one free with the purchase of three at regular price. Product H was able to recover immediately most of its competitive loss and a year later had brought its share back up to

*Before 27th annual meeting, Assn. American Soap & Glycerine Producers, Inc., New York, Jan. 27, 1954.

By P. J. Stomberg*
A. C. Nielsen Co.

where it had been originally. Use of a combination offer by Product H succeeded as far as regaining its share of the market was concerned. For what it was worth H also served notice that it would meet competitive promotions by Product G. No manufacturer has a monopoly on the use of consumer promotions.

Further analysis of this operation indicated that neither brand benefited from these promotions during the period covered. The combination offers apparently stimulated demand because sales during the last six-month period were 20% higher than during the first period. However, the increased sales did not fully offset the higher cost that went along with the special packaging and promotion. During the last period about one-half the sales of the two brands combined were being made at reduced prices by virtue of the fact that they were in the special combination offers.

Consumer promotions are often used in efforts to halt declining competitive trends. An illustration of this is a brand which had 35.5% of the total sales of this product. Shortly thereafter two of its major competitors improved their products and succeeded in capturing larger shares of the market. This particular brand's share dropped in a period of slightly more than a year from 35.5% to 29.2%. Because of the decline and because its competitors were using special offers to introduce their improved products, a "money-off" offer was launched on this product. Results were quite disappointing in that the offer itself did not raise the brand's position materially and also the decline continued following the offer. In the period six months after the first special offer was made the brand had 22.2% of the total, as compared with 29.2% prior to the offer.

It was thought, however, that the first offer might not have been attractive enough to the consumer, that competitive offers had been at an abnormally high level and/or that conditions surrounding the first offer were not entirely favorable for success. Consequently, the offer was repeated. Results paralleled those attending the first offer. By now it was evident that the product probably was at fault and no amount of special dealing could stop the downward trend.

Another example illustrates the use of consumer promotions on well established products. The thinking behind promotions on such products seems to be that even though a brand has held a rather constant share of the total market for a considerable period of time, a special promotion may get it off dead center and start an upward trend. Or the consumer promotion may be tied in with one or more of the secondary objectives listed earlier. In practically all cases the decline is only checked during the periods of the offer. A coupon good for ten cents on the purchase of a product, designated Brand A was distributed to households in most sections of the country. Prior to the distribution of the coupon Brand A held 14.5% of the total market—a position that had been maintained for a fairly long time.

A substantial competitive gain occurred as the coupons were redeemed but the gain was short lived. An explanation of this result is that because the product was well established, had been on the market for many years, was rather heavily advertised, etc., it probably had already been tried—or sampled—by many of the consumers who redeemed the coupons. Concentrated sampling via the coupon could hardly be expected to bring about something a less intensive sampling operation in the past had failed to accomplish. Apparently in this particular instance the product did not possess outstanding qualities that made consumers switch to it permanently from the brands they had used prior to purchasing Brand A as a result of the coupon offer. After taking advantage of Brand A's reduced price they went back to their regular brand.

Sometimes promotions on a well established product produce rather unfortunate results. Two consumer promotions on Brand B, which was another well established product, were similar but differed in the amount of free goods offered. In the first offer, a specially made package about one-fifth the size of the brand's regular size package was attached to the regular size package. In the second offer another specially made package, about three-fourths as large as the regular size package was attached to the regular size package. On both offers the price



Chart 10

of the combination was the same as that for the regular size package alone. On a tonnage basis, i.e., as a share of pound sales, both offers produced rather outstanding sales results and the brand's share increased sharply from the level prevailing prior to the first offer. However, during the post deal period the brand accounted for about the same share of pound sales it had held prior to the deal. In other words there apparently was no permanent gain from these offers.

Furthermore, it appeared that the offers, or at least the second offer, may have merely given purchasers more merchandise for the same amount of money. In order to check this point the promotions were analyzed from the standpoint of transactions using unit sales. Because consumers rarely purchase two or more packages of this type of product at the same time sales in units or packages would represent transactions rather closely. The combination packages were counted as single units in the analysis.

The first offer produced an increase in the brand's share of transactions indicating that this offer succeeded in getting additional business. However, results of the second offer were quite unfavorable in terms of transactions. The increase reported in share of pound sales occurred not because more customers bought the item but because each transaction involved a larger size package. As a closing comment on the consumer promotions it should be said that the brand involved possessed no qualities making it superior to the other leading brands on the market.

What happens when a product that already had a fairly good consumer acceptance in several areas enters a new area? The product under consideration sold for many years in areas where it had obtained shares of total sales ranging between 7% and 10%. Because of the number of brands and products competing in the market these shares were regarded as satisfactory. In entering the new area where there had been no previous distribution of the product, the manufacturer decided a combination was needed to obtain store placement, to provide a plus factor in the advertising and to induce the consumer to try the product. Accordingly one package was offered at one cent in combination with another package at regular price.

Consumer promotions, including coupons, are most effective when employed to aid in the introduction of new products, or to meet competitive combination offers.

During the first bimonthly period all sales were in the combination offer, in the second period about half the sales were at regular prices and in the third period better than 75%. Store placement was obtained in 56% of the stores by the end of the third period. Although the manufacturer would have liked a higher share of the market and wider placement, naturally, the performance was considered better than satisfactory compared with showings in other areas where the product had been long established.

A use of consumer promotions that is somewhat akin to the one just discussed involves a brand that had been unable to achieve any appreciable competitive standing in one area whereas it led the field in other areas. Although this product had had distribution in this area for many years it had been unable to achieve a share of total sales and store distribution that was anywhere near the showings in other areas. Its competitive position in other areas ranged from two to four times higher than the 11.8% share reported for this area in Period 1. In view of its showing in other areas the manufacturer was convinced the product was equal to competition from a product and packaging standpoint and should be able to improve its standing in this area. Consequently a series of consumer promotions were undertaken. After three successive consumer promotions about six months apart the brand's share of total sales was increased to 15.1% over a period of almost two years and its store placement widened from 69% to 85%.

Use of a consumer promotion does not invariably insure success for a new product. The manufacturer of such a new product had several well established food store products and enjoyed an excellent reputation for quality. Consequently this new product which carried the manufacturer's brand name should have enjoyed a favorable recognition and initial acceptance by retailers and consumers both. Apparently the manufacturer's reputation was a factor. During the first period it was on the market the product obtained 21.2% of total sales coincident with a coupon offer. About a year later, however, the product's share had declined to 8.5%. Another consumer promotion or rather a dual promotion—coupon and combination offer—raised the competitive share to 14.1%. Eight months later the brand's share had fallen back to 7.6% and another couponing promotion was instituted. This promotion produced only a light response compared with the two previous promotions and lifted the brand's share to only 9.4%. Following a third promotion, the brand's share declined to a new low share—7.0%.

This example illustrates ra-

ther well a couple of generalizations one can make on consumer promotions. One, unless a product is superior to competition—this one we understand was not—consumer promotions are of limited value and two, repeated promotions usually produce smaller and smaller gains.

How does the use of a combination offer help in promoting an improved product?

To study the point we took a product that had been on the market for several years and had achieved a fair competitive position but was not a leader in the field. Competitive growth during the years just previous to the period covered in the study had been negligible despite good advertising support in relation to the brand's competitive share of sales.

About two and a half years ago the product was improved as a result of a new processing operation. At least laboratory and consumer tests indicated that the new product was better than the old. As a further test the new product was released in two areas where competitive progress up to that time had been about equal. In both areas advertising pressure was increased rather substantially. In Area "A" a combination was offered in which two packages could be purchased at virtually the price previously paid for a single package.

From a pre-deal level of 12.8% the brand's competitive share rose sharply—almost double—to 25.4% during the deal period. The deal merchandise, including both packages, was responsible for most of the increase since it amounted to 9.6%. A greater increase might have resulted if a greater supply had been available. The manufacturer, however, felt the quantity should be limited so that it would be sold quickly.

Following the deal period the brand's position rose even higher reaching a share in the post-deal period of 28.6%. Advertising and product combined to produce a result any one of us wish we could get with one of our products. In comparable periods an increase was made from 9.5% in Period 1 to 12.5% in Period 2 and subsequently to 15.2%. Comparison indicates that this brand's position was about 50% better where the combination offer had been used to induce consumer sampling than in Area "B" where advertising alone was used.

The final phase of consumer promotions deals with a situation in which a manufacturer is in the happy position of having a widely accepted and used product to which he can tie a quality product of limited sale.

Two considerations confronted the manufacturer of this product, first, products of this type had relatively limited use and second, his brand with 13% of the total market had been unable to increase its share despite aggressive promotional efforts. Consequently, it was decided to offer the product in combination with one of the manufacturer's other products which enjoyed a considerably greater sale. In terms of competitive share the combination offer lifted the brand's position to 19.0% during the promotion period and to 17.0% following the promotion period. Further examination disclosed that the brand's higher share following the promotion had not been achieved by taking business to any appreciable extent from other brands, but largely reflected additional sales probably to new consumers. In other words, many nonusers of the product apparently began using it after they bought it in the combination offer and tried it.

Promotions Pay, But—

CONSUMER promotions such as those we have been discussing have a place and can play an important part in the over-all promotion of food store products. In considering their use one should keep clearly in mind that their function in most cases is to get people who have not used the product recently, or have never used it, to try it. An exception would be its use on a well established product by a manufacturer in an effort to offset or meet another's combination offer, couponing, etc.

Our experience indicates, and we proceed cautiously at this point, that unless the product is better than competition consumer promotion, or sampling, of an established product is not likely to produce any long-term gains. A consumer promotion in itself is not likely to change an existing trend whether it be upward, level or downward.

It may accelerate an upward trend or decelerate a downward trend temporarily but will rarely change its direction.

If your product is new or improved a consumer promotion may produce worthwhile results, provided the quality and performance of the product is equal to or better than competition. Use consumer promotions carefully and with full understanding that they are not a panacea but primarily a way to get consumers to try your product. If the product is worthy you may be successful. If it is just another product you may have wasted your money.

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Form Private Brand Assn.

The National Association of Private Brand Manufacturers, Inc., with offices at 39 Broadway, New York 6, was organized recently by Arthur D. Herrick, food and drug lawyer and consultant. The group will work for modification of burdensome governmental regulations, particularly several contained in the Federal Food, Drug and Cosmetic Act, and will represent the interests of private brand manufacturers of drugs, cosmetics and household chemicals in other ways. It plans to set up a code of ethics for the industry and to provide for uniform agreements with customers that outline more clearly the responsibilities involved.

Publication of a directory of members and cooperative advertising in trade papers are among suggested projects. Dennis I. Duveen, Duveen Soap Corp., Long Island City, N. Y., is one of the temporary directors of the group.

Toxicity of Soaps and Detergents

By Dr. Louis C. Barail

SINCE the internal toxicity of soaps and anionic detergents is negligible, we will deal exclusively with their external toxicity, i.e., primary irritation of the skin and mucous membranes and cutaneous sensitization.

The irritating properties of soaps have been known for a great many years. As far back as the 17th century, Bernardino Ramazzini, 1633-1714, in his "De morbis artificum diatriba" describes cases of dermatitis and most probably cutaneous sensitization due to soap. Such cases were found among wash women, bath attendants and midwives. In 1839, Cazenave and Schedel were the first to notice that excessive perspiration increases the frequency of dermatitis resulting from cleaning agents and other chemicals. However, it was only after the opening of the Office of Dermatoses Investigations in the U. S. Public Health Service in 1928 that the study of skin irritation became up to date in the U. S.

Following Federal action, health departments in many states also studied the occurrence of dermatosis and its frequency in cases involving soaps and other detergents. Reports from the various states indicated that 12 percent of all occupational diseases are caused by soaps and alkalies. These products thus rank first among all causes of industrial illness. They are followed closely in second place by petroleum products and solvents, each with 11 percent.

Soap manufacturers have done their best to reduce as much as possible the hazard of primary irritation and cutaneous sensitization. The majority of soap products on the market cause very little if any skin irritation or cutaneous sensitization. Crudely made, cheap hand cleaners are responsible for the fact that soaps and alkalies are rated as among the leading causes of occupational diseases in industry. Numerous cases of dermatitis are caused by an abnormally frequent and repeated use of such detergents.

Before classifying detergents on the basis of their irritating or sensitizing properties, it is necessary to define what primary skin irritants and cutaneous sensitizers are. A primary skin irritant causes dermatitis on normal skin if applied in sufficient quantities and remains long enough in contact continuously or for a sufficient number of periods of short duration. Cutaneous sensitizers cause dermatitis only after the second contact and when applied at least five days after the first one. If the cutaneous sensitizer is not a primary irritant, the first application is harmless; if the cutaneous sensitizer is also a skin irritant, it causes dermatitis after the first and second contact.

The National Safety Council classifies chemical specialties into 10 groups according to the way they act on the skin. The following nomenclature will be referred to several times during this article:

Group 1: Detergents and keratin solvents: Because of their high pH, these products remove the skin oils and keratin particles normally located on the outer layer of the skin. Therefore, they deprive the skin of two of its best means of protection. Soaps and anionic detergents belong to this group.

Group 2: Desiccators and anhydrides: These products dehydrate the skin and make it more susceptible to cracks, crevices and mechanical scratches. Dermatitis also results from the use of these water removers, among which are some cationic detergents and sanitizers.

Group 3: Protein precipipants and skin coagulants: These stronger chemicals cause dermatitis by contact. Among them are detergents containing alcohol and sanitizers of various types containing caustics such as phenol derivatives, cresols and formaldehyde.

Group 4: Hydrolytic or electrolytic materials: They cause dermatitis by combining with water of the skin, thus forming irritating compounds; ammonium nitrate is a typical example.

Group 5: Oxidizers: These chemicals combine with hydrogen and liberate nascent oxygen on the skin, thus oxidizing it. Soaps with an excess of ammonium nitrate, chlorine, hypochlorites, peroxides and others fall into this category.

Group 6: Toxic nitroderivatives: These are caustics which dissolve skin oil and cause instantaneous dermatitis. They include phenols, cresols and others.

Group 7: Keratogenic and neoplastic agents: They are the most dangerous of chemicals present in some chemical specialties. They stimulate abnormal growth in the outer layer of the skin and cause malignant tumors. These products are sometimes used in the manufacture of sanitizers such as tar derivatives, petroleum and industrial solvents.

Group 8: Reducers: They break up water in the skin, free its hydrogen and thicken outer skin layers. So do phenols, naphthas,

tars, aromatic and aliphatic hydrocarbons, formaldehyde and others.

Group 9: *Biotic agents*: This group includes all microorganisms, bacteria, fungi, yeasts which cause skin diseases and can be present in unsanitary products or packaging materials.

Group 10: *Allergens*: These may be present in any detergent, chemical, pharmaceutical or food. As people have been found to be allergic to such elementary products as sodium chloride, milk, and even water, it can be said that today the importance of Groups 9 and 10 as causes of dermatitis is very small. On the other hand, another group should be added to the above official nomenclature of the National Safety Council, i.e.:

Group 11: *Mechanical action* is of increasing importance as a source of irritation in the continuous or frequent use of soaps and detergents. Many soaps and other cleansers contain coarse fillers, which remove dirt by mechanical action. When used too often, they cause abrasion of the skin and removal of the outer layer of the epidermis.

The three principal modes of action of soaps on the skin are as removers of skin oils and keratin, as oxidizers and as mechanical abrasives.

Skin Oil, Keratin Removal

SOAPS and anionic detergents have a pH which is always above neutral. Seldom lower than 8, the pH of soaps and detergents is in the 8 to 10 range. It is not unusual to find a pH higher than 10 in a few industrial anionic detergents. The average pH of human skin is between 5 and 6 and slightly lower in the male than in the female; lower in whites than colored. Too high an alkalinity may cause skin disturbances. Alkaline detergents neutralize the acidity of the skin, dissolve the skin oils which normally lubricate it and remove particles of keratin which usually are found on top of the skin to protect it. Immediately after washing the skin with alkaline detergents, nature provides a reaction of defense which consists of a compensating increase in the production of skin oil and a speedy proliferation of the outer cells of the epidermis which results in the production of loose keratin. However, when alkaline detergents are continuously kept in contact with the skin or used several times during the course of the day, the defense reaction can never be sufficient to prevent skin injuries. The pH of the skin remains high, the skin becomes dryer and dryer, and crevices, cuts and red blemishes appear very shortly. Chemical dermatitis caused by alkalies can never be cured if the cause is not removed and the skin allowed to recover its normal pH. In the case of dermatitis resulting from alkalies, the first step consists in preventing further contact of the skin with products having a high pH.

A few alkalies, and principally ammonia, add oxidation to the dissolving action because of their high pH. This is why soaps which contain an excess of ammonia are particularly dangerous to the skin. However, they are not the only oxidizers which may come in contact with the skin. Other chemicals such as chlorine, hypochlorites, peroxides, ozone, nitrates and others also oxidize the skin.

Mechanical Abrasion

THE mechanical abrasion caused by soaps and cleansers containing coarse fillers has effects which are very similar to those produced by alkalies. Particles cause mechanical abrasion of the skin and remove keratin on the outer layer of the epidermis. Simultaneously the alkalies contained in the soap dissolve the lubricating skin oils. This double action weakens the skin considerably and causes an irritation of long duration which becomes more severe and more painful after each application of the skin abrasives. As in the case of dermatitis caused by detergents of high pH, no permanent cure can be obtained without completely removing such abrading detergents from contact with the skin. Skin treatment is also hampered by soluble particles remaining in contact with the skin for long periods of time. Sometimes they obliterate the pores or penetrate crevices and cracks, thus increasing the irritation and pain.

Predisposing to Irritation

WHITE males are more susceptible to skin irritation than white females, and blond complexions are more sensitive than darker ones. Negroes are least susceptible to skin irritation. Young people develop more acute dermatites, whereas dermatitis in older people tends to become chronic. As explained before, oily skins are less susceptible to the action of harsh soaps, detergents and solvents than dry skins, but persons with oily skins are susceptible to acne. An excess of perspiration increases chances of dermatitis and makes existing dermatitis more severe. Stale perspiration being alkaline is more harmful than fresh perspiration which is acid when excreted. Therefore, lack of cleanliness is one of the main causes of skin irritation. Lack of cleanliness also requires a longer contact or a greater number of contacts with cleansing agents. Next

Most soap products cause very little skin irritation. Crudely made, cheap hand cleaners are mainly responsible for the fact that soaps and alkalies rank high as causes of dermatitis.

to uncleanliness, the presence of abrasions, infections, growths, wounds, and already existing dermatosis definitely predisposes to further deterioration of the existing condition and development of new areas for dermatitis. There are also physical causes such as excess of cold in winter or heat and moisture in summer, sun burn and other conditions brought on by weather conditions which cause a prediposition to dermatitis. Most dermatites are more prevalent in warm weather than when it is cold.

Irritants in Soap

AMONG the defattening agents which are found in soaps and anionic detergents are cocoanut oil, low fatty acids and impurities present in non pressed oils. Potash soaps, incidentally, have been found to be more irritating than soda soaps. Chemicals also add to the irritating and sensitizing properties of powdered soaps. Trisodium phosphate, borax, sodium carbonate, sodium silicate and water softeners such as metaphosphates and tetraphosphates may be considered irritants. The presence of dyes and essential oils increases the irritating capacity of detergents. Finally, most antiseptics added to soaps are primary irritants and cutaneous sensitizers.

Dermatoses by Anionics

PLAIN acute dermatosis generally starts with erythema which is an increasing redness of the skin. It is followed by the appearance of papules and vesicles (also called pimples) and an itchy condition of the skin. After a while, these papules and vesicles dry up and such dryness is followed by desquamation or crust, pieces of dead skin or keratin.

This type of dermatitis can be caused by all kinds of soaps and detergents in cake, powdered or liquid form, and by household soaps as well as industrial soaps. It frequently occurs when liquid or powdered soaps are applied on the hands and arms with an insufficient amount of water, thus bringing the concentration of the soap much above normal. Most manufacturers of liquid and powdered scrub soaps, which are excellent detergents, recommend wetting the skin before washing. Industrial cake soaps and medicated household soaps in cake form will cause the same type of dermatitis if not used with sufficient water. The same applies to soaps filled with abrasives and to detergent powders such as those used for the washing of dishes and laundry. It also applies to shampoos and to soap base shaving creams which often contain wetting agents or other chemicals likely to cause skin irritation.

Acne: Although acne is mostly caused by an excessive oiliness of the skin, insufficient cleanliness and malnutrition, it often results from the use of soaps and anionic detergents in which there is an excess of fatty acids. Acne is often accompanied by folliculitis, which is an irritation of the sebaceous glands and hair follicles. Shampoos containing an excess of fats such as lanolin are also likely to cause acne and folliculitis as well as those which contain chlorine, hydrogen peroxide or other bleaches. Like ordinary acute dermatitis, acne can be cured relatively quickly by removing the cause of the irritation and applying the proper general and local treatments.

Chronic eczema: Common dermatitis, if not treated correctly, is very likely to become chronic. It consists of a permanence of the erythema and the fissuring of the skin. The skin shows multiple crevices which have a tendency to cornification. Sometimes eczema is very itchy, and often is quite painful. Contact with wool or industrial fumes causes considerable irritation. This condition may be caused by continuous or very frequent contacts with industrial soaps or detergents, or by shampoos containing bleaches or dyes. It is the typical result of dehydration and dissolution of the skin oils, and requires very long and serious treatment.

Preventing Dermatitis

THE prophylaxis of dermatitis caused by soaps and anionic detergents varies according to the cause. If skin irritations appear on the hands and arms of housewives after lengthy exposure to soaps or detergents in laundering or dish washing, the prophylaxis consists in making these periods shorter, spacing them with intermissions of one or more days and possibly reducing the concentration of the solution of the detergent used. Such precautions are generally sufficient to prevent the recurrence of dermatitis. When it appears on various parts of the body of workers permanently employed in plants manufacturing such detergents, the prophylactic method should be more elaborate. It will be first necessary to avoid as far as possible contact with dusts, raw materials and chemicals of all kinds. Dusts, fumes, vapors should be removed by means of exhaust fans. Whenever possible, protective clothing, such as gloves, boots, cover-alls and eventually masks and respirators, should be worn. If wearing protective clothing is objectionable, protective ointments such as those containing silicones should be used. Finally, subjects found by medical examination to be allergic to certain types of detergents, alkalies or other chemicals should be transferred to sections of the plant where they will not be exposed to such allergens.

Prophylactic Testing

THE safest means of preventing dermatitis consists in testing products on human subjects or animals. Tests on animals should be made first and, if negative, the results should be verified by tests on human skin. Two tests are currently made on animals: the painting test which is a test of long duration, and the animal intradermal single injection method which gives results in 24 hours. The painting test consists in applying a solution of the product under investigation to the shaved skin of rabbits. Such application is made every day for several

days and the skin of the animals is examined between paintings.

Our own method, the animal intradermal single injection method, consists in injecting ½ cc. of a solution of the detergent intradermally in chinchilla rabbits which have a skin very similar to human skin. The skin is observed 24 hours after the injection and may show either no reaction or those that can be classified into five categories. In this way the degree of primary irritation caused by the detergent under investigation can be evaluated. The presence of cutaneous sensitizers is detected by repeating the injection five or more days after the first one. When results are negative the detergent is tested against human skin by the prophetic patch test method of Dr. Louis Schwartz.

The prophetic patch test method consists in applying a small gauze patch impregnated with a solution of the detergent on the arm of the person likely to use the compound continuously. The patch is left on the arm for a period of two to five days according to the normal conditions of use. At the end of this period, the patch is removed and the skin observed for the presence of skin irritation on the day of the removal and during the following two days. If there is no reaction, a second patch is applied under the same conditions for 48 hours, five or more days after removal of the first. At the end of this period, irritation of the skin will indicate that the detergent is a cutaneous sensitizer.

The use of skin tests on man and animals has prevented a great many cases of dermatitis of the skin of persons using anionic detergents and soaps continuously.

Respiratory Irritation

POWDERED soaps, built soaps and detergents cause irritation of the nose and the upper respiratory tract when inhaled at sufficient concentrations. The first symptoms consist of sneezing and itching of the nasal cavity. This is followed by irritation of the throat, trachea and the lungs which results immediately in coughing. Some of these powders are very irritating and cause painful symptoms which sometimes last for long periods, principally if the cause is not immediately removed. Such irritations are not common among housewives or persons who use such powdered detergents normally and for short periods of time. On the other hand, such irritation is relatively frequent among workers in plants where these powders are compounded, mixed and packaged. In many cases, these troubles become chronic developing into rhinitis, pharyngitis, laryngitis, bronchitis. They can seriously compromise the general health of the workers, particularly when they are associated with dermatitis or eczema. No treatment will ever give satisfactory results as long as the worker is not removed from the blending and packaging rooms.

Next month Dr. Barail, who operates his own consulting and research laboratory in New York City, will discuss the toxicity of surface active agents, as part II in his series of articles dealing with the toxicity of chemical specialties. Before forming his own research organization, Dr. Barail was connected with U. S. Testing Co. in Hoboken, N. J.

Among the most dangerous chemicals found in the dust of built soaps are resins. This is due to the presence of hexamethylenetetramine and formaldehyde which are both very irritating to the lungs. Furthermore, they can also cause dermatitis. Ammonia fumes and chlorinated germicides sometimes added to soaps and detergents, and dusts of builders such as trisodium phosphate, tetrasodium phosphate, metaphosphates, sodium carbonate, sodium silicate and other alkalies are also irritating to the respiratory tract. A mention should be made here of inert powders such as lava, bentonite and others which, when inhaled in large quantities for long periods of time, cause lesions of the lungs very similar to silicosis, although much less severe and easier to cure.

Removal of the cause of the respiratory condition, even if it means transferring the afflicted person, is the first remedial step. The patient should then breathe air completely free from soaps and chemical powders. The workers should also be supplied with masks. Sometimes these powders travel quite a distance from the rooms where they originate. In all cases, the elimination of dusts by means of exhaust fans or air conditioning apparatus is necessary.

The evolution of soap manufacturing has brought about improvements in the quality of the products and in manufacturing methods. In most cases, toxicological studies have followed closely new developments of this major industry. Raw materials and finished products having toxic, irritating, or sensitizing properties are gradually being eliminated. At the same time, research to discover harmless raw materials and chemicals continues at an accelerated pace. We believe that this trend will continue and that in the very near future, the number of cases of dermatitis caused by soaps and anionic detergents will be practically nil.

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Sheppard Retires

Morris W. Sheppard, an executive of Hercules Powder Co., Wilmington, Del., since it was founded in 1913, has retired, effective March 1, it was announced recently.

Mr. Sheppard was named Hercules traffic manager in 1920; his title was changed to director of traffic in 1945. He joined E. I. du Pont de Nemours & Co., Wilmington, Del., in 1908 as a member of the traffic department, and went with the newly-organized Hercules Powder Co. five years later as assistant traffic manager.



What's

New "Lanolin Plus" superfatted soap of Consolidated Cosmetics, Inc., Chicago, contains lanolin, which has a rich base of esters and cholesterols, and is designed to prevent skin dryness caused by daily bathing. Three cakes come in attractive box to retail for one dollar.



Recently announced "Dazzle Oven Cleaner" for removing hard, baked-on grease that accumulates on oven interiors comes with free applicator brush with each 16 ounce jar. J. L. Prescott Co., Passaic, N. J., manufactures "Dazzle", three jars of which come in colorful display unit. Bottles are by Hazel Atlas Glass Co., Wheeling, W. Va.; closures by Armstrong Cork Co., Lancaster, Pa.; display carton by Universal Folding Box Co., Hoboken, N. J., and brushes by Empire Brush Co., Port Chester, N. Y. Suggested retail price: 85¢.

New "Scent-a-Room" air freshener of Scent-a-Room Co., Division of Corona Mills, Inc., Lawrence, Mass., comes in five scents. Single cans retail for 69 cents. Five-fragrance bouquet packs in jasmine, spring bouquet, lavender, lilac and red carnation scents retail for $3.39. Product is not a liquid or spray. It operates by dispersing floral odor when cap is off.

New carton for "Glo-Wash" scented bleach made by Trager Manufacturing Co., Scranton, Pa. features feminine appeal. The new carton (right), produced by Rossotti Lithograph Corp., North Bergen, N. J., connotes air of daintiness indicating the bleach is mild and to be used primarily on ladies dainties. New formulation for the product is said to contain 25 per cent more active bleaching ingredients than previous package. New carton, with pink backdrop for blue letters, a dash of yellow flowers and spot of red, has increased sales by 20%.



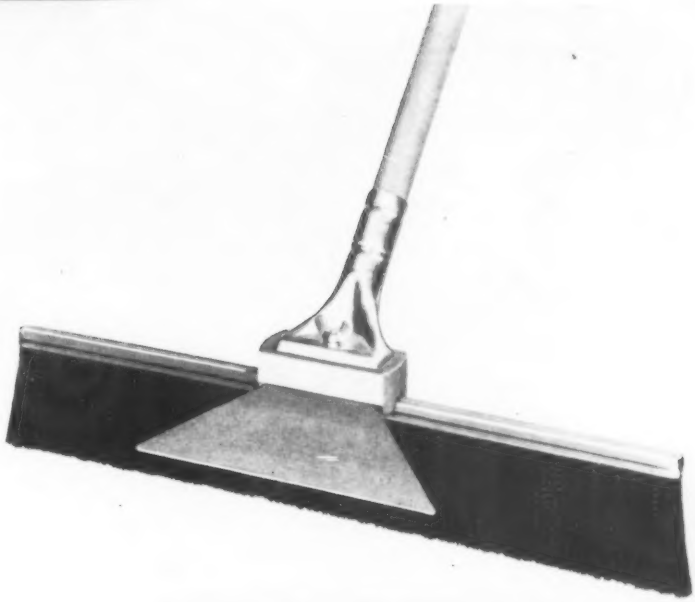


New?

Twenty-year-old package of "Magic Washer" granulated soap of Iowa Soap Co., Burlington, Ia., was redesigned recently for self service stores. Shelf appeal features of new package (at right) are bright orange background, trade mark emphasis through use of an enlarged white star, large name emphasis and faster reading copy. Richard M. Franz, Milwaukee package designer, produced the new package. Back panel has been improved with modern illustration techniques. The entire package effect is brighter and cleaner.



Versatile new lightweight push broom, called "Blade Sweep", was announced recently by the industrial division of Fuller Brush Co., Hartford, Conn. New broom features single "Fuller-gript" brush strip and metal scraper fitted at right angles. The scraper is designed for fast, easy removal of well packed deposits such as mud, grease, manure, etc. Operator may scrape and sweep with this broom in one time saving operation. Brush strips from 18 to 36 inches, special lengths and all types of fill.

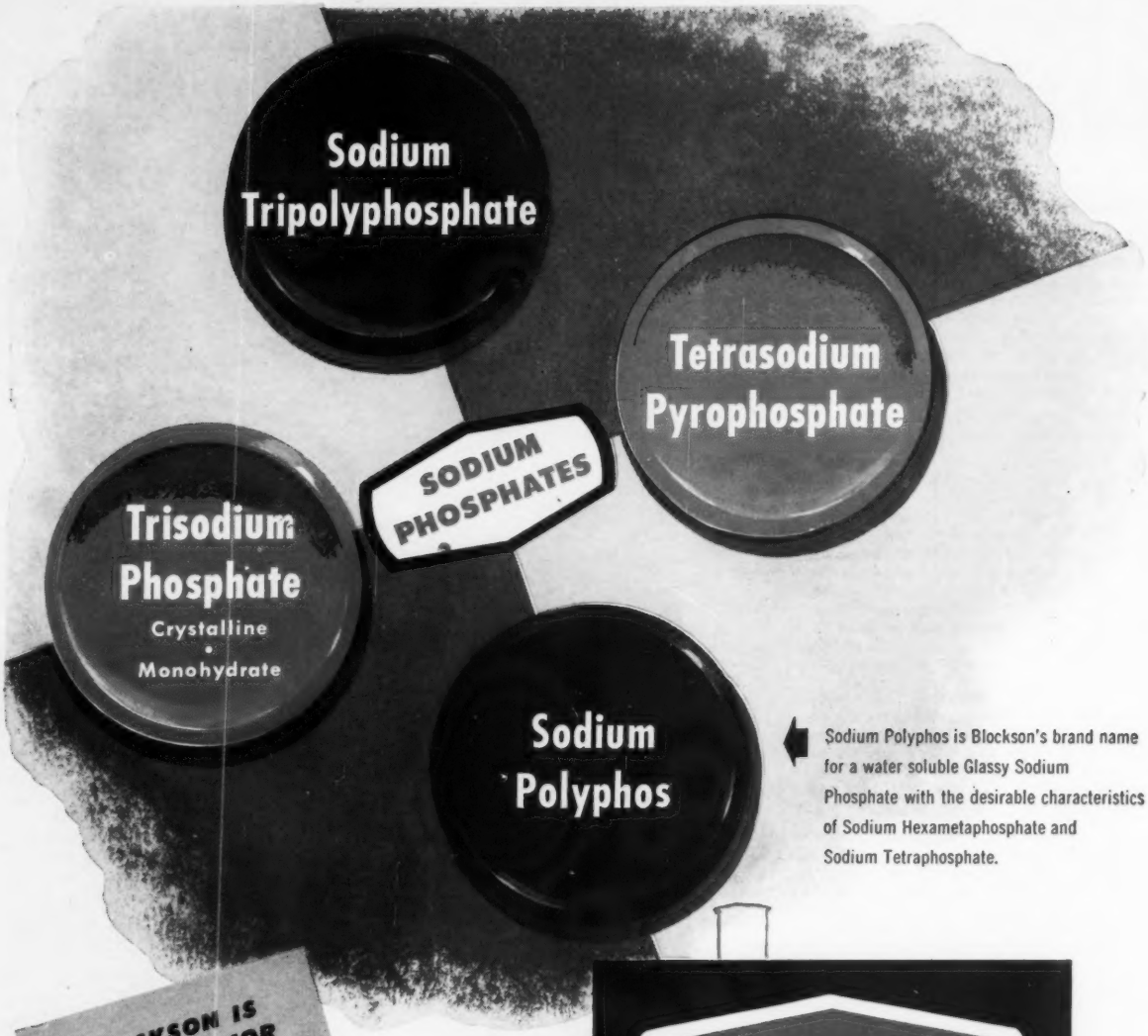


New floor cleaner concentrate of S. C. Johnson & Son, Inc., Racine, Wis., which penetrates dirt and old wax quickly and thoroughly, thus speeding up floor cleaning. One gallon of new "Johnson's Wax-Strip Floor Cleaner" diluted with 20 parts of water is sufficient for cleaning approximately 20,000 square feet.

"Solvit All-Purpose Cleaner", made by Solvit Chemical Co., Madison, Wis., now comes packaged in a new container. The cleaner, which features a pine fragrance, is designed for cleaning walls, floors, woodwork, linoleum, stoves, glassware, tile, porcelain, etc.







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Shell Chemical Sodium Sulfonates improve the scourability of textile processing oils. In dry cleaning soaps, they provide an essential detergent action. In oils for metalworking, Sodium Sulfonates are emulsifying and anti-rust agents. For premium lubricating oils Sodium Sulfonates are extremely successful in making surface-active, anti-corrosion additives. Still another important application — Sodium Sulfonates are emulsifiers in insecticides, herbicides, and fungicides.

Shell Pale OS Sulfonates, except for their lighter color (ASTM Dil., color no.—3½ max.), have the same specifications as Shell Sodium Sulfonates, Refined. Whichever specification you require, you will find Shell Chemical the dependable source. Write for Technical Bulletins *Sodium Sulfonates, Refined (62%)* and *Shell Pale OS Sulfonates.*

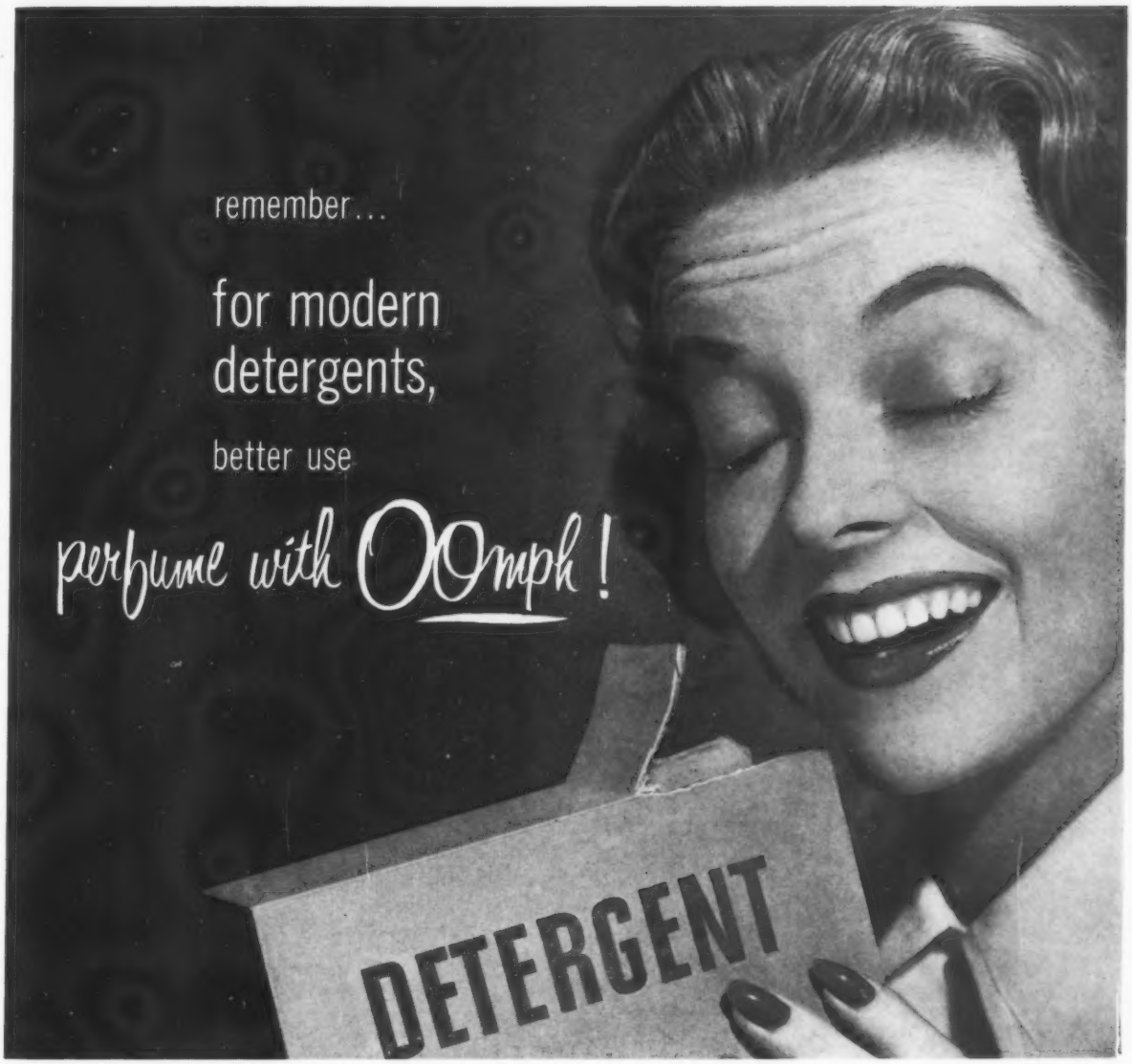
SALES SPECIFICATIONS

Equivalent Weight, Min.	450
Inorganic Salts (as sodium sulfate), % w. Max.	0.8
Sulfonate Content (water-free basis), % w. Min.	62
Water Content, % w.	3.0-5.0

SHELL CHEMICAL CORPORATION

CHEMICAL PARTNER OF INDUSTRY AND AGRICULTURE

Eastern Division: 380 Madison Avenue, New York 17 • Western Division: 100 Bush Street, San Francisco 6
Atlanta • Boston • Chicago • Cleveland • Detroit • Houston • Los Angeles • Newark • St. Louis
IN CANADA: Chemical Division, Shell Oil Company of Canada, Limited • Montreal • Toronto • Vancouver



Modern detergents present special scenting problems which have received careful technical attention from Felton Chemists.

Using ordinary oils to perfume a detergent is like sending a boy to do a man's job. As a result of applied research and innumerable tests with every type of detergent, Felton is able to offer the manufacturer highly dependable perfume oils that simply won't *whiten-out*.

AROMATICS • ESSENTIAL OILS • PERFUME BASES

FELTON CHEMICAL COMPANY, INC.

599 JOHNSON AVENUE, BROOKLYN 37, N. Y.

PLANTS: Brooklyn, N.Y. • Los Angeles, Cal. • Montreal, Que. • Versailles (S&O) France
SALES OFFICES: Atlanta • Boston • Chicago • Cleveland • Dallas • Philadelphia
St. Louis • Toronto
Stocks Carried in Principal Cities

Felton Detergent Perfumes have what it takes!

Tell us about your detergent product and its use; we will be very glad to send you suitable perfume samples.

FELTON CHEMICAL COMPANY, INC.
599 Johnson Ave., Bklyn. 37, N. Y.

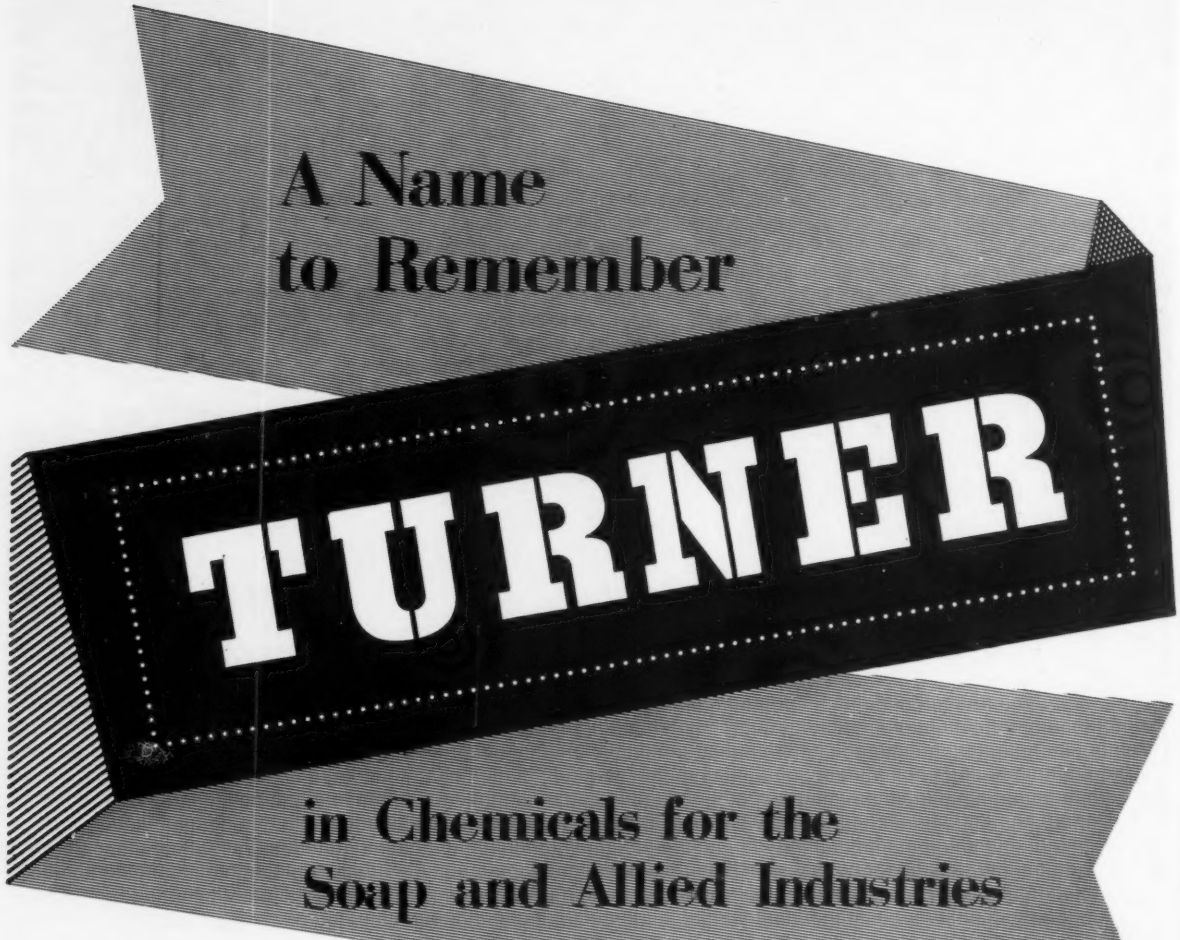
Name.....

Position.....

Firm Name.....

Address.....

City.....Zone.....State.....



★ *Caustic soda*
★ *Caustic potash*
★ *Potassium Carbonate*
★ *Potassium Persulphate*
★ *Ammonium Persulphate*
★ *Salt*
★ *Soda Ash*
★ *Sodium Bicarbonate*
★ *Sodium Metasilicate*
★ *Silicate of soda*
★ *Silicate of potash*
★ *Trisodium phosphate*
★ *Metallic stearates*
★ *Synthetic detergents*
★ *Borax*
★ *Boric acid*
★ *Coconut oil*
★ *Coconut fatty acids*
★ *Cottonseed oil*
★ *Red oil*
★ *Stearic acid*
★ *Tallow*

Liquid Caustic Soda, Caustic Potash, and Potassium Carbonate
Tank trucks and drums a specialty

Joseph Turner & Company

Ridgefield, New Jersey

83 Exchange Pl., Providence, R. I. *435 N. Michigan Ave., Chicago, Ill.*

News

White King Soap Economist

Mrs. Ann Coad recently joined White King Coap Co., Los Angeles, as home economist. She



Mrs. Ann Coad

was formerly with Southern California Gas Co. and has recently been doing graduate work at the University of California at Los Angeles, where she received an advanced degree. Mrs. Coad is serving as a consultant to the sales and advertising departments, as well as heading the consumer service division.

—— ★ ——

J. L. Brubaker Dies

John L. Brubaker, a retired soap salesman of Swift & Co., Chicago, died recently in Denver. He was 70 years old. He was born in Altoona, Pa., went to Denver in 1907 and was with Swift from then until his retirement in 1929. Mr. Brubaker is survived by his widow, Elizabeth; two daughters, Mrs. Ansel Smith of Denver and Mrs. J. O. Clannin of Limon, Colo.; a son, Norman J. Brubaker of Denver, and six grandchildren.

—— ★ ——

Hack Named President

Philip F. Hack, executive vice president of Tennessee Soap Co., Memphis, has been elected president of the firm, it was announced recently. Mr. Hack succeeds Selden Humphreys, who died in 1951. The company has had no president since then.

The firm introduced at the same time a new detergent tradenamed "Gran."

—★—

Kirkman's Widow Dies

Mrs. Mary Lewis Kirkman, widow of Sidney A. Kirkman, president of Kirkman & Son, Brooklyn, before its merger with Colgate-Palmolive-Peet Co., Jersey City, N. J., died March 11, at her home in New York City. Her husband died last May 10.

—— ★ ——

Colgate Wins Injunction

Colgate-Palmolive Co., Jersey City, N. J., won a temporary injunction March 12 in the Superior Court of New Jersey, Chancery Division, enjoining a firm known as Colgate Laboratories from using the Colgate name. Colgate Laboratories, with a Jersey City post office box number for its address, advertised a product called "Stermalan" for the treatment of psoriasis in a New York newspaper on March 10, 1954.

The laboratories have absolutely no connection whatsoever with Colgate-Palmolive Co., which does not sponsor nor have any connection in any way with the product which was advertised as having been created for the treatment of psoriasis, a Colgate spokesman said.

—— ★ ——

Soapers' Banquet Dates

The Association of American Soap & Glycerine Producers is canvassing its members to determine their preference for the date of the 1955 convention banquet. The choice lies between Friday, January 28, and Thursday, February 3. On the traditional last Thursday in January the Grand Ballroom of the Waldorf-Astoria Hotel is not available to the association.

Parkinson Joins Lever

Laurel G. Parkinson recently joined the industrial sales division of Lever Brothers Co., New York,



Laurel G. Parkinson

as assistant glycerine sales manager, it was announced recently by William H. Cochrane, general manager of the division. Mr. Parkinson is concerned primarily with sales and sales development matters.

Previously Mr. Parkinson had been with Atlas Powder Co., Wilmington, Del., as New York district sales manager.

—— ★ ——

Octagon Radio Spots

Radio station WDIA, Memphis, announced recently that Colgate-Palmolive Co., Jersey City, N. J., is using spot announcements to advertise "Octagon Detergent" to the Memphis Negro market. The radio station announced that next month it will increase its power from 250 watts to 50,000 watts.

—— ★ ——

Lewis Buys Cosmetic Firm

Ralph P. Lewis, formerly executive vice president of Lucien Lelong, Inc., New York, has purchased the cosmetic firm of Jaquet, Inc., it was announced recently. Before joining Lelong Mr. Lewis was president of Harriet Hubbard Ayer, Inc., New York. Jaquet maintains offices in New York and Chicago.

Keys to efficient production

Frequently the keys to more efficient production are found in more reliable chemicals.

This is one reason why more and more users of chemicals are turning to Niagara.

a case in point...

NIALK CAUSTIC SODA: Because of its high quality and uniformity, NIALK Caustic Soda is an increasingly important aid to soapmakers in the development of new, more economical techniques for producing improved grades of toilet and detergent soaps.

Constant research, strict quality control and a knowledge of the needs of industry have made this and other NIALK products leaders in their fields.

NIAGARA ALKALI COMPANY

60 East 42nd Street, New York 17, New York

Nialk

LIQUID CHLORINE
CAUSTIC POTASH
CARBONATE OF POTASH
PARADICHLOROBENZENE
CAUSTIC SODA
TRICHLORethylene

NIAGATHAL® (TETRACHLORO PHTHALIC ANHYDRIDE)



Cowles Appoints Pynchon

Cowles Chemical Co., Cleveland, recently announced the appointment of Richard N. Pynchon



Richard N. Pynchon

to the position of advertising and sales promotion manager. Mr. Pynchon replaces Elmer A. Lord, who remains with Cowles as a sales representative in the heavy chemical department.

A native of Cleveland, Mr. Pynchon attended Ohio University and Western Reserve University. Before joining Cowles, he served in the furnace sales division of Perfection Stove Co., Cleveland. During the Korean conflict, Mr. Pynchon was an instructor in the Eighth Army Engineer School in Japan. He is in charge of all of Cowles advertising, sales promotion and public relations activities in all departments.

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CU Rates Scouring Powders

Of twenty different brands of scouring powder, tested recently by Consumers Union, New York, for abrasiveness, detergency, and alkalinity, none showed sufficient alkalinity to irritate normal skin in the course of ordinary use. Little difference in detergency was established and all powders were found capable of producing foam. Abrasiveness tests classed two brands as very mild, seven as moderate, and nine as harsh, with "Bon Ami" household cleanser of Bon Ami Co., New York, emerging as the mildest. Harshness of the products was determined with the aid of a machine which rubbed a thin paste of the scouring powder back and forth on a plate-glass slide. After three minutes of rubbing the slide was examined visually and with a photoelectric reflectometer. The degree of abrasion, seen with the reflectometer as diffusion of reflected light, was used to determine the classification of the test sample.

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FTC Stand on Word "Free"

Modification of a 1943 order which permits the use of the word "free" in reference to merchandise given for services rendered, was announced recently by the Federal Trade Commission, Washington, D. C. The word "free" may be used in reference to merchandise given for services rendered, provided that all conditions and prerequisites to receipt of the merchandise so designated are clearly and conspicuously disclosed in the accompanying text, the F. T. C. announcement states.

The modification reflects the change in policy toward the use of the word "free" in advertising which was announced in the Commission decision of Sept. 11, 1953. Under that ruling, use of such terms as "free" in advertising or in other offers to the public will be considered unfair or deceptive under these circumstances:

(1) When all of the conditions, obligations or other prerequisites to the receipt and retention of the "free" article of merchandise are not clearly set forth at the outset so as to leave no reasonable probability that the terms of the advertisement or offer might be misunderstood: or

(2) When, with respect to the article of merchandise required to be purchased in order to obtain the "free" article, the offerer either (1) increases the ordinary and usual price; or (2) reduces the quality; or (3) reduces the quantity or size of such article of merchandise.

The original order was affirmed by the Seventh Circuit Court of Appeals in 1946. Upon joint petition of the Commission and the respondents that court has modified its final decree in the same manner as that described above.

Oronite Names Echols

The naming of Robert E. Echols as sales representative of Oronite Chemical Co., San Fran-



Robert E. Echols

cisco, with headquarters in Atlanta, Ga., was announced recently by H. E. Bramston-Cook, eastern vice-president.

Mr. Echols has been with Standard Oil Co. of California, of which Oronite is a subsidiary, since April, 1947. He attended the University of California, and received a B.S. degree in chemistry in 1940. He spent two years of active duty with the Navy in the Pacific area. His territory extends from Atlanta to Birmingham, Ala., Chattanooga and Knoxville, Tenn., Charlotte and Greensboro, N. C. and Miami.

—— ★ ——

Shower Room Sanitizer

A new cleanser-sanitizer, specially designed to prevent the spread of athlete's foot, was announced recently by West Disinfecting Co., Long Island City, N. Y.

"Shower-san" combines iodine with a compatible synthetic detergent which, according to West, renders the iodine non-irritating and non-staining. Two ounces of the product per gallon of water are said to kill within 15 seconds the *trichophyton interdigitale* spores which cause athlete's foot. Visible indication of the solution's germicidal activity is a yellow-brown color. When it begins to fade, a fresh solution should be made.

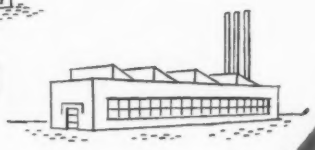
Detergent Alkylate No. 2

for the manufacture

of household



and industrial



cleansers

of many types

DETERGENT ALKYLATE NO. 2 produces alkyl aryl sulfonates with exceptionally good color and odor characteristics, and unusually desirable detergent and foaming properties.

Detergent Alkylate No. 2 is an outstanding new detergent raw material developed by Atlantic research to meet today's critical marketing requirements in household and industrial applications.

Atlantic's long experience in petrochemicals means better raw materials, of top quality, for you to work with. These extra years of research give us wide and varied knowledge of how to help you improve your present product, and practical help in developing new products. You can call on us for real assistance in getting the results you want from Detergent Alkylate No. 2. Write for information to The Atlantic Refining Company, Dept. E-15, 260 South Broad Street, Philadelphia 1, Pa.

ATLANTIC PETROLEUM CHEMICALS

Philadelphia, Providence, Charlotte, Chicago.
In the West: L. H. Butcher C
In Canada: Naugatuck Chemicals Division of Dominion Rubber Company, Ltd.
In Europe: Atlantic Chemicals SAB, Antwerp, Belgium.

CROWN SPRA-TAINER: Does It Again!





from every angle . . .

This Mist-ifying Magic by **Helena Rubinstein**

Holds Milady's Hair-Do

You s-p-r-a-y it . . . and a fine, fragrant, non-sticky mist bedews your hair with subtle restraint. Holds your setting come wind, humidity, or ocean spray. Controls waves and curls after permanents. Spray on damp hair before setting. Between settings, spray after combing to keep hair-do perfect.

HAIR SPRAY is a pressure product created by HELENA RUBINSTEIN, INC. It's packed in SPRA-TAINER, world's original and leading lightweight propulsion can created by CROWN.

Though imitated, SPRA-TAINER alone provides the dependable protection of seamless construction, and the sales impetus of distinctive "Modern Design."

Another Familiar Helena Rubinstein Product in Crown SPRA-TAINER

If you make a product that comes in a can, you'll be giving it an enviable advantage on the market by choosing your container from Crown's Complete Line of Finest Quality Cans.

CROWN CAN
DIVISION
CROWN CORK & SEAL COMPANY, INC.

One of America's Largest Can Manufacturers PHILADELPHIA, Chicago, Orlando, New York, Baltimore, St. Louis, Boston

How Givaudan's continuing research helps solve your fragrance problems



A program of continuing research, integrated throughout all Givaudan laboratories, is constantly making available new and better materials to perfume, soap and cosmetic manufacturers.



The complete variety of aromatic chemicals manufactured by Givaudan represents long pioneering in the development of these "keystones of progress" in perfumery.



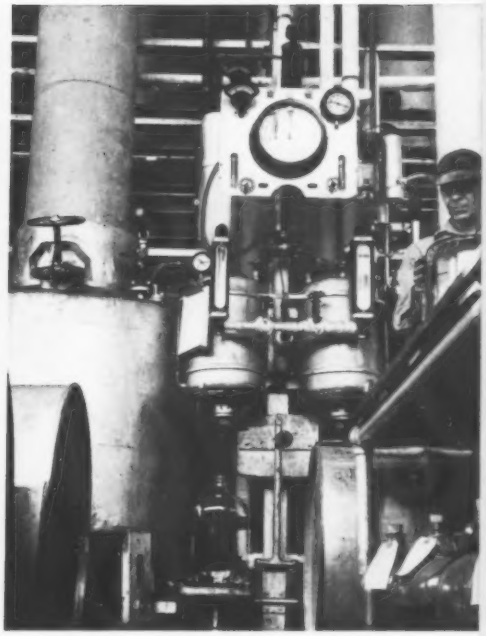
Many successful perfumes owe their outstanding originality and beauty to specialties developed through Givaudan's research and creative ability.



Givaudan's Aerosol Laboratory enables us to offer odors in pressure-propelled products which have been fully tested for compatibility, corrosion, solubility and fixation.



Shelf testing has long been an important part of Givaudan's service. Our staff will cooperate with you in paralleling our tests with yours, thus providing a double check.



As the largest manufacturer of aromatics, Givaudan can meet all needs, large or small, for quality and variety, and also give close attention to special problems.

Continuing research, together with modern production facilities, enables Givaudan to give its customers valuable cooperation in product development.



GIVAUDAN

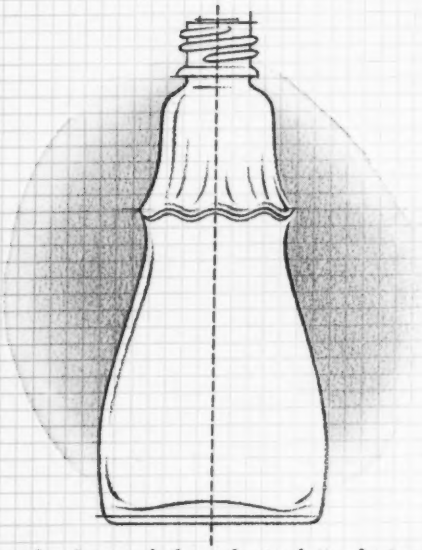
Better perfume materials through constant research and creative ability

GIVAUDAN - DELAWANNA, INC.

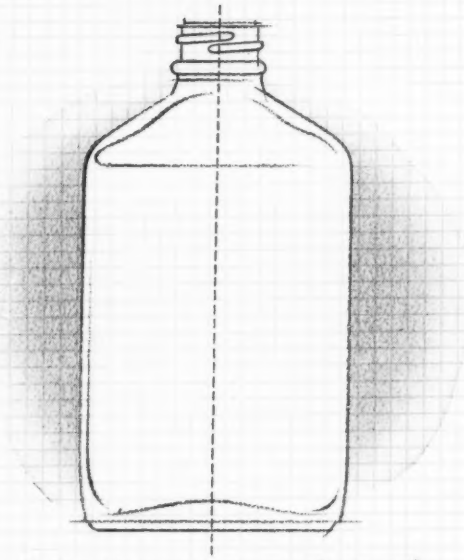
330 West 42nd Street · New York 36, N.Y.

Branches: Philadelphia · Boston · Cincinnati · Detroit
Chicago · Seattle · Los Angeles · Toronto

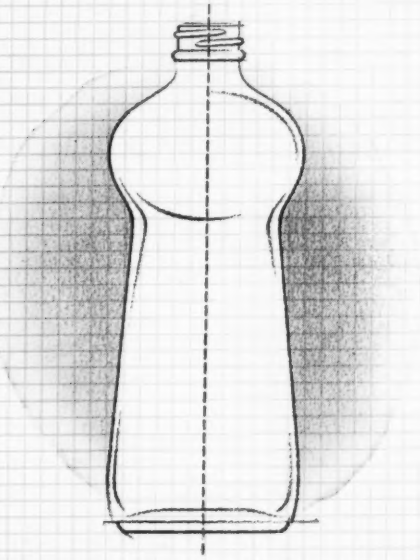
How is a glass Salespackage born?



It may be born of the talent of its designer to picture the virtues of a product by the grace and beauty of its container.



It may be born from necessary emphasis on the protection of its contents from every outside influence.



It may be born because a special convenience to the user is needed to insure satisfactory performance under difficult circumstances.

That successful glass SALESpackages are so consistently developed by Owens-Illinois is no accident.

It is the result of systematic research into the problems to be solved and the objectives to be reached in the creation of each Duraglas® SALESpackage by specialists in design, engineering and marketing.

The best answer to your packaging problem may come from a single factor in the birth of a new Duraglas Container but is more likely to evolve from a combination of many skills. Ask us to demonstrate how Owens-Illinois' abilities can be focused on your problem . . . container, closure, label or carton.

DURAGLAS CONTAINERS
AN (I) PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

Swift Advances Three in Oil Department

THREE key employees of the industrial oil department of Swift & Co., Chicago, assumed new responsibilities recently, it was announced late last month by F. E. Lacey, manager.



C. C. Caruso



R. W. Starmann

Raymond W. Starmann, former assistant sales manager, is now doing market development work for the industrial oil department. Other changes in the department involve the naming of Charles C. Caruso, former raw material buyer for the industrial oil and soap departments at the Hammond technical products and Chicago plants, as assistant sales manager. He has been succeeded as buyer by John F. Deardorff, former assistant head of the tallow sales department in Chicago.

Mr. Starmann, a native of Chicago, and a graduate of Northwestern University, joined Swift & Co. in Chicago as a chemist in the research laboratories in 1940. He was transferred to the Omaha plant as head chemist, later becoming a member of the by-products department and head of the adhesive department before being transferred to the industrial oil department in 1949. He became a member of the sales staff of the industrial oil department at Hammond in 1950.

Mr. Caruso joined Swift's Denver plant in 1932. Following training in sales and accounting, he became assistant head of the by-products department in 1945. He went to Chicago that year as a member of the tallow department. He was a salesman before being appointed buyer in 1950.

JOHN DEARDORFF



Mr. Deardorff, a graduate of the University of Missouri, joined Swift & Co. as a salesman at the Kansas City plant in 1941. He was also a member of the by-products department at the New York office before being transferred to Chicago in 1952 where he became assistant head of the tallow sales department. His new duties include the supervision of the purchase of raw materials for Swift soap factories and industrial oil plants.

— ★ —

Roubechez Names Samuel

The appointment of Frank Samuel & Co., Philadelphia, as export agents for its line of essential oils and aromatic chemicals was announced recently by Roubechez, Inc., New York. Roubechez recently purchased the Naugatuck Aromatic Chemicals Division of U. S. Rubber Co. Samuels and Co., with main offices in Philadelphia, has a chemical division in New York City.

— ★ —

Ziegler to Wilson-Martin

Henry B. Ziegler, formerly of E. F. Drew & Co., New York, recently was appointed sales manager of Wilson-Martin Division, Wilson & Co., Philadelphia. An honor graduate of Columbia University in chemical engineering, he was sales manager for the Durite Division of Borden Co., New York. He also served as district manager on synthetic resins for Barrett Division of Allied Chemical and Dye Corp., New York. Before that he was a research chemist and chemical engineer for Spencer Kellogg and Sons, Buffalo, N. Y.

— ★ —

Clark New Sharples Pres.

Sharples Chemicals, Inc., Philadelphia, recently announced appointment of Lee H. Clark as president, succeeding Paul Kendall, who has been elected chairman of the board. Mr. Clark has been with the firm for the past 25 years, has served as head of manufacturing operations since 1929 and been executive vice-president since 1950. Mr. Kendall, with Sharples for 27 years, became president in 1950.

— ★ —

Mrs. French to McCall's

Miriam Gibson French, executive director of The Fragrance Foundation since its inception in 1949, has been appointed beauty editor of *McCall's Magazine*, effective May 1, it was announced recently. She was formerly director of publicity for Shulton, Inc., Clifton, N. J., and later became beauty editor and then promotion director of *Charm Magazine*. Mrs. French has had her own public relations and merchandising service which handled the "Fight the 20% Cosmetic Tax" publicity for the Toilet Goods Association.



FOR PRODUCTS DISPENSED AS

Liquid, Spray and Foam.....





Here Are Your Midwest Filling Plants and Distribution Centers

With two plants, centrally located at Danville, Illinois and Hobart, Indiana, Continental Filling Corporation offers manufacturers of drugs, chemicals, cosmetics, soaps, etc., a service which is hard to equal. We do not merchandise any packaged item. Our sole operation is *contract and custom filling* of containers with *your* products . . . liquid, pressurized or aerosol. Extensive modern facilities assure rapid service. Ample bulk storage space enables us to keep a good supply of your products available at all times. Even larger storage areas for packaged goods make it possible for you to use both our plants as central distributing points . . . and shipping departments are equipped to handle orders of any size. Long experience in all three types of filling for many of the largest manufacturers (as well as the smallest) gives you full assurance of satisfactory, economical service at all times. Write, wire or 'phone for complete details. There's no obligation . . . and we'll be glad to serve you.

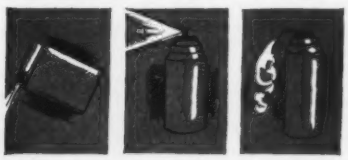


WAREHOUSING FACILITIES

DROP SHIPPING IN BULK LOTS

* *NEW pressure dispenser for perfumes and colognes! Replaces atomizers.*

CONTRACT AND CUSTOM FILLING



LIQUID SPRAY FOAM

MAIN OFFICE • 123 NORTH HAZEL STREET, DANVILLE, ILLINOIS

CONTINENTAL FILLING CORPORATION

PLANTS • DANVILLE, ILLINOIS — HOBART, INDIANA

Huisking Moves Offices

Charles L. Huisking & Co., Brooklyn, announced recently that they would move their executive and sales offices to 215 Fourth Ave., New York City, around Mar. 22. The firm, which manufactures, imports and exports chemicals, oils and drugs, said the move was necessary to obtain additional space to facilitate manufacturing operations.

For the time being, billing and bookkeeping activities are continuing at the firm's plant at 45 Clinton Ave., Brooklyn.

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Magnus Sees Outlook Good

A steady advance in the company's international business in 1954 was foreseen by Percy C. Magnus, president of Magnus, Mabee & Reynard, Inc., New York, in an address before the 23rd annual sales conference of MM&R at the Hotel Warwick, New York, Feb. 10-13. Advances will be made possible during the coming year by intensive research and new product development, Mr. Magnus said.

"Business will be as good or bad as we make it, and with careful planning and follow though, American industry and business (can) duplicate the peak performance of 1953 and perhaps surpass it," Mr. Magnus declared.

Further expressions of optimism were voiced by J. B. Magnus and R. B. Magnus, MM&R vice-presidents.

A group of MM&R scientific and sales personnel discussed the streamlining of the company's service to 70-odd diversified industries in all parts of the world.

Arthur H. Downey, technical director and chairman of the conference, referred to improvements in the scientific control of raw materials and manufacturing procedures. Other speakers during the four day meeting included Bernard Jeffs, director of advertising, who presented a coodinated program of marketing to implement the company policy of planned expansion.

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New Klenzade Detergents

Two new detergents designed especially for its "O-R System of Cleaning" were announced recently by Klenzade Products, Inc., Beloit, Wis. One of the new detergents is an organic acid detergent designated "Klenzade O-R Organic Acid Detergent" formula O-R 3. The alkaline product is "Kenzade O-R Alkali" formula O-R 1. These two products are designed especially for the O-R System and the company claims are formulated to provide maximum chelating activity during the cleaning cycle. The two products are made especially for use in cleaning high temperature short time units in the dairy and food industry. The new detergents and the O-R system are described in a booklet announced recently by Klenzade and written by R. B. Barrett, director of the company's laboratories.

Photo taken during 23rd annual sales and staff dinner of Magnus, Mabee & Reynard, Inc., New York, at Hotel Biltmore, New York City.

SAACI Names Chairmen

The Salesmen's Association of the American Chemical Industry recently announced appointment of the following chairmen for its 1954 committees:

Admissions, James H. R. Stephenson, Albert Verley Co.; auditing, Edward E. Egan, American Mineral Spirits Co.; *Chemical Peddler,* Russell Boland, Topics Publishing Co.; employment, Sherod B. Scott, Wyandotte Chemicals Corp.; entertainment, Robert L. Williams, Givaudan Delawanna, Inc.; golf, Donald Calo, Niagara Alkali Co.; publicity, Dwight Moody, New York *Journal of Commerce;* special functions, John Doug Campbell, Caldwell Chemical Co., and welfare, Frank J. Edwards, Frank J. Edwards Co.

The list was announced recently by Warren F. Schumacher, J. T. Baker Chemical Co., Phillipsburg, N. J., SAACI president.

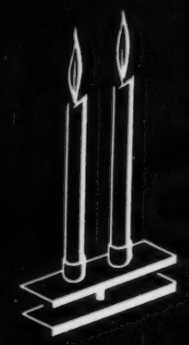
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N.E. Oil Chemists Meet

John W. Hassler, director of research for West Virginia Pulp & Paper Co., New York, and Henry G. Salomon of L. A. Salomon & Bro., Philadelphia, spoke on "Activated Carbon in the Modern Oil Industry" at the April 6 dinner meeting of the Northeast Section of the American Oil Chemists' Society. The meeting was held at the Military Park Hotel, Newark, N.J. The June meeting of the group has been tentatively set for June 1 in New York City.



A New Light on Stearic Acid



Candles burn cleaner when made with a Stearic Acid of low ash content. Century Brand Stearic has the lowest ash content of any on the market today. Careful selection of raw materials and care in processing make Century Brand Stearic Acid the best for candles.



Stearic Acid Esters are whiter when made with Century Brand Stearic Acids because of their exceptional heat stability. Glycerol Monostearates with colors of 5 Yellow and 1.0 Red (5¼" Lovibond) have been produced with Century 1220 Double Pressed Stearic Acid without bleaching.



Cosmetic creams and lotions stay lighter when made with Century Brand Supra Grade Stearic Acid. An iodine value of less than 1 combined with excellent stability make Century the top Stearic Acid for cosmetics.

For these and other uses there is a grade of Century Brand Stearic Acid to meet your requirements.

W. C. HARDESTY, CO., Inc.

Century Stearic Acid Products, Inc.

41 EAST 42nd STREET, NEW YORK 17, N. Y.
PLANT: DOVER, OHIO
In Canada: W. C. Hardesty Co. of Canada Ltd., Toronto

T. G. A. Meets in New York, May 11-13

TENTATIVE program details for the 19th annual convention of the Toilet Goods Assn., were announced recently by S. L. Mayham, executive vice-president. The meeting is to be held at the Waldorf-Astoria Hotel, New York, Tuesday and Wednesday, May 11 and 12.

The Scientific Section of the Toilet Goods Association meets Thursday, May 13. The program of the Scientific Section has been arranged jointly with the American Society of Perfumers.

Program details follow:

10:00 A. M.
TUESDAY, MAY 11

President opens the meeting—Davis Factor
Report of treasurer—Philip C. Smith
President's address—Davis Factor
Report of executive vice-president—S. L. Mayham
Election of officers

12:30 P. M. Luncheon

Presentation of Charles S. Welch Plaques—Joseph Keho
Presentation of Industry Golf Tournament Trophies—Paul Forsman

2:00 P. M. Two Panels, one consisting of women and one consisting of men in similar executive positions, such as buyers, advertising copywriters, salesmen, demonstrator, etc., to discuss "Marketing and Merchandising."

Moderator of women's panel—Pierre Harang of Houbigant Sales Corp.
Moderator of men's panel—a leading woman executive in the industry.

10:00 A. M.
WEDNESDAY, MAY 12

Prominent industrialist not engaged in the cosmetic industry will discuss the Federal Trade Commission.
Address by Edward F. Howrey, Chairman, Federal Trade Commission.

12:30 P. M. Luncheon

Luncheon speaker—Griffing Bancroft, CBS Reporter, Washington, D. C.

2:30 P. M. Closed meeting for manufacturers.

10:00 A. M.
THURSDAY MAY 13

Meeting of the Scientific Section

This program has been jointly arranged by the American Society of Perfumers, Inc., and the Scientific Section of the T.G.A.

"New Lauryl Alcohol Sulfates," by Serge Giers, Executive Vice-President and Technical Director, American Alcolac Corp.

"Installing Statistical Controls in Toilet Goods Manufacturing," by Martin A. Brumbaugh of Bristol Laboratories, L. B. Dobie and W. C. Frey of Bristol-Myers Products Division.

"The Acid Mantel of the Skin," by Otto Jacobi and Herbert Heinrich, of Kolmar Research Center.

Business Meeting—Election of vice-chairman.

12:30 P. M. Luncheon

Presentation of Annual Cibs Award, by William Fairhurst

2:30 P. M. "Recent Progress in Odor and Olfaction-Possible Mechanisms," by Paul G. I. Lauffer of George W. Luft Co.

"Some Aspects of Soap and Detergent Perfumery," by E. D. Kilmer of Lever Brothers Co.

"Perfuming Aerosol Products," by R. A. Foresman, Aerosol Consultant, and Raoul Pantaleoni, of van Ameringen-Haebler, Inc.

"Preliminary Investigation of the Application of Infrared Spectroscopy to Perfume Materials," by Ernst T. Theimer of van Ameringen-Haebler, Inc., and Stanley Freeman, of Benzol Products.

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Armour Chemical Changes

Appointments in its chemical division sales organization were announced recently by Armour and Co., Chicago. P. L. Sheppard has been named manager of the newly formed western sales region comprising the central and midwest territories. R. S. Haley has been appointed assistant manager of fatty acids sales. J. F. Richenaker is now sales representative of the St. Louis territory and C. D. LaSusa has been transferred to Chicago from St. Louis to handle fatty derivative sales to the petroleum industry.

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C-P Transfers Fenters

Charles W. Fenters, supervisor in the Seattle district for the soap sales department of Colgate-Palmolive Co., Jersey City, N. J., was recently appointed manager of the company's Denver district. Mr. Fenters succeeds Tom Desmond as Denver manager. Mr. Desmond has been transferred to Los Angeles, where he heads the company's local office.

Mr. Fenters has been with Colgate-Palmolive for 15 years. In his new post he supervises sales in Colorado, Wyoming, New Mexico and part of Nebraska.

— ★ —

Richard Webb Marries

Richard D. Webb, secretary of W. J. Bush & Co., New York, essential oil firm, recently was married to Miss Anne Braitmeyer, who was formerly associated with the company as executive assistant. Mr. Webb is the son of Richard R. Webb, treasurer of W. J. Bush & Co. The wedding took place in New Bedford, Mass.

— ★ —

Frank Samuel Dies

Frank Samuel, chairman of United Africa Co., and a director of Lever Brothers and Unilever, Ltd., died at his London home, Feb. 26, at the age of 65. Under his guidance, United Africa Co., which he joined in 1929 as Gold Coast merchandise manager, became one of Unilever's most valuable subsidiaries.

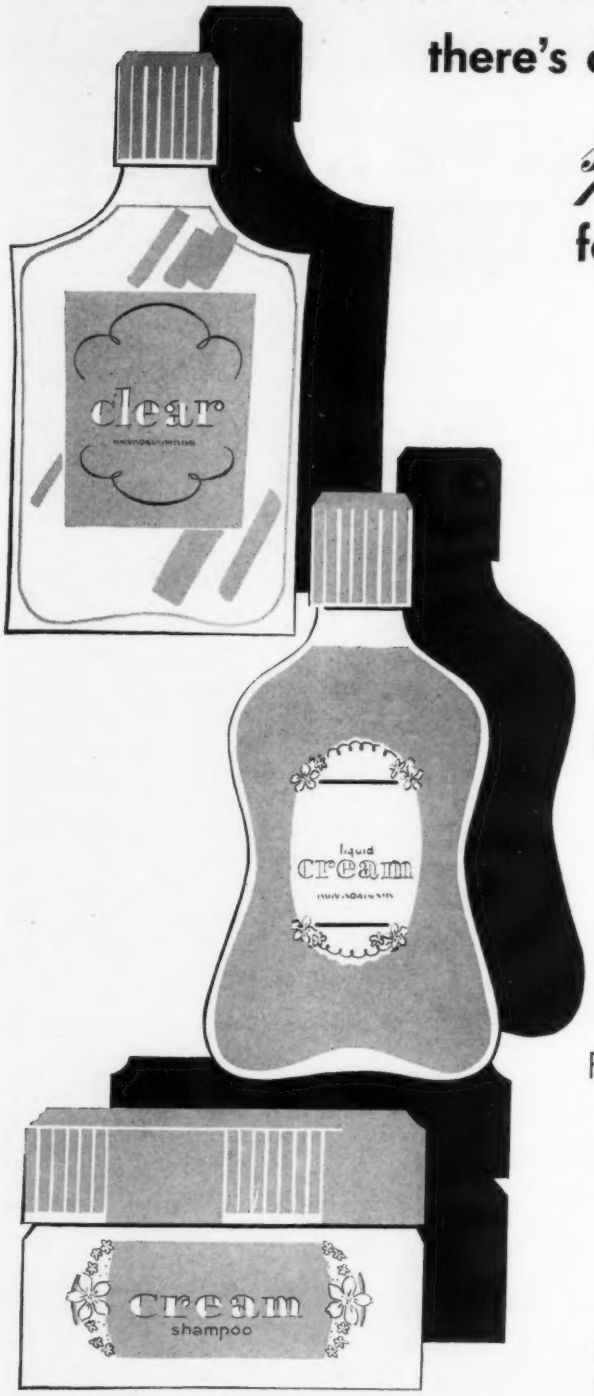
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Ships Liquid Caustic

Solvay Process Division of Allied Chemical & Dye Corp., New York, recently announced that it is now in position to ship 70 percent liquid caustic soda from its new Moundsville, W. Va., plant. Shipments originate from Perkins, W. Va., station.

Whatever type you make . . .

there's a Du Pont detergent *specially designed* for your shampoo



For clear liquid shampoos . . .

*Duponol** **EP** is specially designed for greater efficiency, lower cloud point, and color-stable to heat, light, and aging . . . to give you easier and more economical formulation of your clear liquid shampoos.

For liquid cream shampoos . . .

*Duponol** **WAQ** is specially designed for easily controlled cleansing power, excellent foaming, and color-stable to heat, light, and aging . . . to give you balanced performance in your liquid cream shampoos.

For solid cream shampoos . . .

*Duponol** **WA** Paste is specially designed for thorough cleansing power; excellent foaming; and color-stable to heat, light, and aging . . . to give you easier, more economical formulation of your solid cream shampoos.

Du Pont can help you solve your shampoo formulation problems. In fact, Du Pont's research staff probably has your answer already. For prompt assistance and information—including dozens of tested and proven formulas—write to E. I. du Pont de Nemours & Co. (Inc.), Dyes and Chemicals Division, Wilmington 98, Delaware.

*Trade-Mark for Du Pont's Surface Active Agents

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DETERGENT

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BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

SAACI Hears J. J. Powers on Dumping

REVISION of United States' regulations concerning dumping of foreign products on the American market was urged by John J. Powers, Jr., senior vice-president of Chas. Pfizer & Co., Brooklyn, at a luncheon meeting of the Salesmen's Association of the American Chemical Industry, held March 17, at the Hotel Commodore, New York. Mr. Powers noted that with many factors tending towards increased chemical imports, dumping is likely to become a more serious problem to industry than it has been in recent years.

He urged that the American law outlawing dumping be modified to eliminate that section which requires proof of damage to an American industry. This section of the law is unrealistic, Mr. Powers said. He pointed out that by the time legal procedures are applied in the light of present criteria, the damage may already have been done. The flaw in the legislation, according to the Pfizer vice-president, is the requirement that injury or likelihood of injury to American industry must be demonstrated. Mr. Powers said that it seemed a reasonable assumption that in passing anti-dumping legislation Congress must, in effect have said, "We do not want you, the foreign manufacturer, to dump products into this country below world prices in order to extract dollar exchanges or for any other reason."

"If that is the purpose of the law", Mr. Powers said, "what is the need for demonstration of injury or likelihood of injury to the industry involved, which is not only difficult but also time-consuming to prove?"

Robert L. Williams of Givaudan-Delawanna, Inc., New York, chairman of the SAACI entertainment committee announced during the luncheon that this year "Fite-Nite" was being dropped because of lack of sufficient interest on the part of the membership. Instead the association is planning to hold a steak dinner at Toots Shor's restaurant in New York City on May 5. Entertainment will be provided by the SAACI choir. The annual dinner of the membership is scheduled to be held on October 20. The second SAACI dance is tentatively set for Nov. 10, and the Christmas Party for Dec. 14.

Golf dates for the coming season as outlined by Don C. Calo of Niagara Alkali Co., New York, chairman of the golf committee are as follows: Bonnie Briar Country Club, Larchmont, N. Y., Tuesday, June 29; Baltusrol Country Club, Springfield, N. J., Tuesday, July 13; Tamarack Country Club, Greenwich, Conn., Tuesday, Aug. 10, which will be a clam bake, and the final outing will be held Tuesday, Sept. 14, at Hackensack Golf Club, Oradell, N. J.

The association plans to present permanent trophies to winners of its golf tournaments in classes A, B, and C.

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Advanced by Wyandotte

The appointment of John H. Bahlburg as manager of new products for the organic chemicals department of Wyandotte Chemicals Corp., Wyandotte, Mich., was announced recently by Bert Cremers, vice-president of the division.

At the same time, the Michigan Alkali Division of Wyandotte revealed that F. M. Zorn has been named assistant to the sales manager, general products group, inorganic chemicals, and L. M. W. Behm has been made manager of order scheduling.

Mr. Bahlburg, who joined Wyandotte in 1946 as a sales representative, is a graduate chemist from Polytechnic Institute of Brooklyn. He has worked as a research chemist for H. Kohnstamm & Co., New York, and served as technical service representative for Eugene Dietzgen & Co., New York, prior to service in the armed forces in World War II.

Mr. Zorn has been with Wyandotte for 15 years and prior to his new appointment, was manager of the order and scheduling department. He is a graduate of Case Institute of Technology.

The new manager of order and scheduling, Mr. Behm, joined Wyandotte in 1910. He has spent most of his time with the company in order and scheduling work.

— ★ —

R&H Builds in Canada

Construction of a Canadian plant for Rohm and Haas Co., Philadelphia, is now underway at Scarboro, near Toronto, it was announced late last month by Otto Haas, president. Rohm & Haas Co. of Canada, Ltd., a wholly owned subsidiary, will manage the plant as part of a long term program aimed at expanding its Canadian business in agricultural, water treatment, leather, paint, paper and textile fields.

John H. Bahlborg



F. M. Zorn

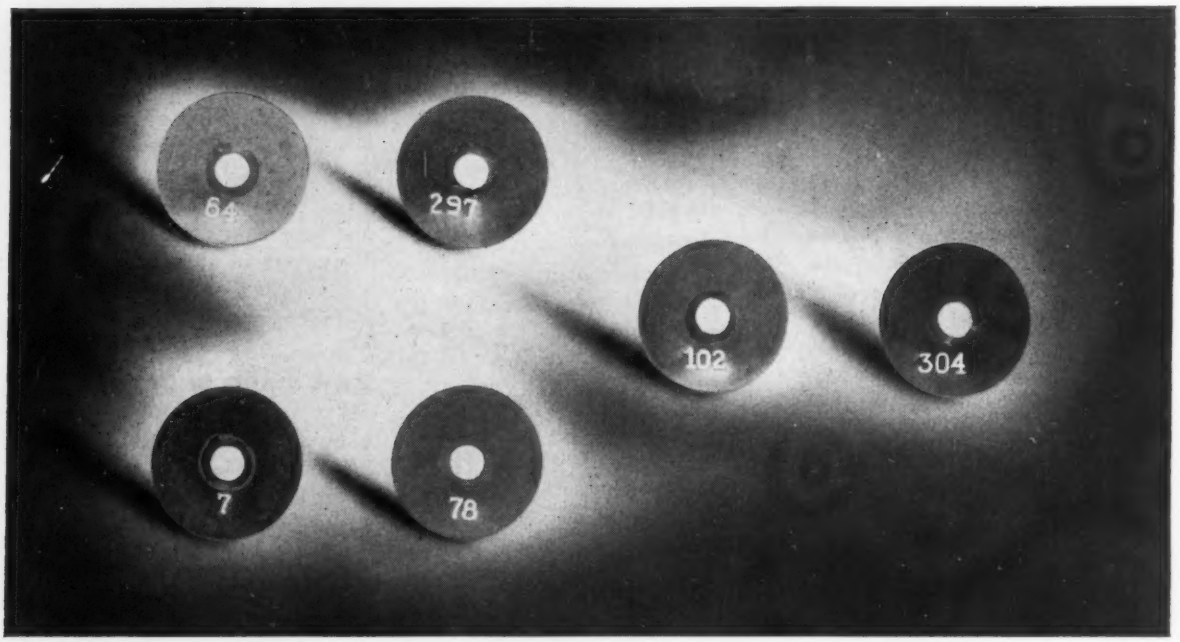


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Do your detergents attack metals, enamels and glazes? Your answer to this problem can be found in using a PQ Silicate. Yes, PQ Silicates greatly improve cleaning efficiency, but they also are outstanding in preventing corrosion. Their soluble silica component protects metals such as aluminum, tin, zinc, brass, copper and enamels and glazes.

Use PQ Liquid Silicates in your spray-dried detergents, or the PQ Powdered Silicates in dry mixtures. They are compatible with synthetic detergents, phosphates, carbonates and soaps.

For soap and detergent manufacturers—new bulletin "PQ Silicates in Modern Detergents and Soaps." Ask for a copy on your letterhead.



Zinc discs exposed in solutions as noted. Time: 2 hours; Temperature: 140°F.

Effect of Metso 99 in reducing corrosive action of synthetic detergents combined with phosphates.

DISC	SOLUTION CONCENTRATION	WEIGHT LOSS MG. PER SQ. DEC.
#7	.2% alkyl aryl sulfonate	31
#64	.2% alkyl aryl sulfonate ..... .2% tripolyphosphate	63
#297	.2% alkyl aryl sulfonate ..... .2% tripolyphosphate plus .14% Metso 99	6
#102	.2% alkyl aryl sulfonate ..... .2% pyrophosphate	63
#304	.2% alkyl aryl sulfonate ..... .2% pyrophosphate plus .2% Metso 99	11
#78	.2% alkyl aryl sulfonate ..... .2% Metso 99	1

METSO

PQ® Silicates of Soda

METSO® DETERGENTS

PHILADELPHIA QUARTZ COMPANY, *1152 Public Ledger Bldg., Philadelphia 6, Pa.*

New Detergent Envelopes Shown at Midwest Int. Hotel Show

GEM Manufacturing Co., Clifton, N. J., recently introduced "Suds-Pak", a new detergent which is packed in small envelopes for hotel guests. The product made its debut at the Midwest International Hotel Show in Chicago, Feb. 22-24. "Suds-Pak" was featured to the hotel men for distribution in hotel bath rooms, along with toilet and bath soap. Each packet is said to contain enough detergent for laundering of hosiery and other personal apparel items.

Gem Manufacturing Co. was recently organized to manufacture and distribute "Suds-Pak" by Edward Frank, a graduate of the University of Denver, where he took the hotel management course. During military service, Mr. Frank was impressed with the need for a small quantity package of laundry detergent for personal use. Following his discharge from the Army, he organized the firm, with his father George Frank as partner. Edward Frank is president and his father is secretary-treasurer. Milton Honig is sales manager. The firm also plans to promote "Suds-Pak" for use by air-travelers.

Trav Co., St. Louis, also offered "Trav-ette" detergent in small individual packets for hotel distribution. The product had been placed on the market just prior to the Chicago show, Mrs. Ethel Mars Wylder, demonstrator at the booth, said. Trav Co. has also sold for years a kit for washbasin laundering of personal effects through department stores. The kit includes a supply of detergent in envelopes, four plastic hangers and a zipper-closed plastic bag to hold soiled or damp clothing.

Neo-Glo Products Co., New York City, a newcomer at the Chicago hotel show, displayed and demonstrated "Neo-Glo" foam cleanser for carpet and upholstery cleaning. The company has been in business since 1936, Michael E. Newberger, proprietor, said.

Colgate-Palmolive Co., Jersey City, N. Y., featured a new heavy duty synthetic detergent, "Arctic Syntex HD," for machine and hand dishwashing, floor scrubbing and other hotel applications. Also presented was the new "Ajax" cleanser in paste form. Walter Humphreys, Chicago district manager, was in charge.

Armour & Co., Chicago, distributed samples of "Dial" toilet soap in guest size cakes and also presented their full line of soaps and detergents for hotel use. In charge was M. J. Prindl, product sales manager.

Lever Brothers Co., New York, placed on display "Lux" toilet soap with wrappers imprinted with the hotel's name and also stressed the company's shortening for hotel kitchen use. A. Michaud, Chicago district sales, directed the presentation.

Proctor & Gamble Co., Cincinnati, featured their service to hotels on guest size cakes of "Ivory" and "Camay" toilet soaps. Also shown was "Chic," a detergent type scouring cleaner, and "Institution X," a "Tide-type" all purpose heavy duty synthetic detergent for institutional, hospital and hotel use. O. U. Sullivan, Chicago zone manager, was in charge.

Stellad Products, Inc., Indianapolis, Ind., promoted "Por-So-Kleen," a liquid product for removing rust and hard water stains from porcelain tubs, wash basins, etc. Sam A. Pactor, president, called particular attention to the glass fired labels on the quart bottles which, he said, prevent loss of product identification.

Floor maintenance equipment and supplies were displayed and demonstrated by Hild Floor Machine Co., and by System Products Co., both of Chicago.

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Perfumers Elect Officers

The American Society of Perfumers announced recently election of the following officers for 1954: Albert J. Dillinger, Van Ameringen - Haebler, Inc., New York, chairman; Everett D. Kilmer, Lever Brothers, New York, president; Ernest Shiftan, Van Ameringen-Haebler, Inc., vice-president; William H. Barlow, Orbis Products, Inc., New York, secretary; Herbert G. Kainik, Dodge & Olcott, New York, treasurer. The board of directors includes: Bernard Polak, Polak's Frutal Works, Middletown, N. Y.; Paul H. Lelong, Warner-Hudnut, New York; Christian F. Wight, Van Ameringen-Haebler, Inc.; and Oliver L. Marton, Shulton, Inc., North Bergen, N. J.

Additions and changes of members include: Paul Z. Bedoukian, Faberge Inc.; Samuel Eskenazy, Felton Chemical Co.; Jack H. Mowen, Givaudan-Delawanna, Inc.; Leon P. Bouis, Lautier Fils, Inc.; Moody L. Crowder, Pond's Extract Co.; Timothy H. Reardon, Roubechez, Inc.; Max Feinsilver, Van Ameringen-Haebler, Inc.; and Basil A. Pegushin, Verona Chemical Co.

At the last dinner meeting, held February 17 at the Advertising Club, New York, the group heard a talk by Miss Peggy Bell, beauty editor of *McCall's Magazine*.

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Record Exports of Tallow

Record exports of tallow and grease from the United States during 1953 amounted to 598,722 short tons, according to a report in the Foreign Crops and Markets publication of the U. S. Department of Agriculture, Washington, D. C. Exports in 1952 totaled 374,148 tons, and 268,297 tons in 1951 and 1950. Europe accounted for 55 percent of the 1953 exports, with the Netherlands, West Germany, Italy, Belgium and Switzerland as the leading recipients in the order named.

Armour's Neo-Fat® 18-54 assures stability... in processing... in finished products!

Armour is now using a manufacturing process which insures stable double pressed type stearic acids. All known heat stability tests show that Neo-Fat® 18-54 retains its light color and is resistant to rancidity even during high temperature processing. This high temperature color stability permits its use for light color ester manufacture.

To manufacturers of cosmetics, buffing compounds, emulsifying soaps, finishing agents, metallic stearates, candles, and other users of double pressed stearic, this stability means more uniform processing and longer shelf-life for the finished product.

A low ash content is of particular importance to candle manufacturers —Armour's method of producing double pressed stearic insures this desirable characteristic.

Write Armour today for samples of this double pressed stearic. You'll see how this improved acid fits into your product picture. Neo-Fat 18-54 is available in 50-pound multiwall bags.



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New Victor Executives

THE advancement of five executives of Victor Chemical Works, Chicago, and the retirement on March 31 of two veteran officers of the company was announced late last month following the annual meeting of share owners and the meeting of the board of directors.



Morris R. Stanley

Morris R. Stanley, director of sales, was elected vice-president and director of sales succeeding Otto H. Raschke, who has retired after being with Victor for 39 years. Mr. Stanley has been with the firm since 1923.

Tolman G. Everett, secretary and comptroller, was named vice-president in charge of finance succeeding William D. Webster, who is retiring after 38 years with Victor.

Dr. Howard Adler



Mr. Everett joined Victor in 1927.

Elected to the newly created position of vice-president in charge of chemical research is Dr. Howard Adler, chemical director. He is a veteran of 31 years with the firm.



Otto H. Raschke

Herbert A. Flodin, assistant comptroller, was elected comptroller, and Fred W. Hansen, assistant secretary, was elected secretary, in the reassignment of Mr. Everett's former duties.

Messrs. Webster and Raschke continue as members of the board of directors and will serve Victor in advisory capacities.

The newly elected vice-president and director of sales, Morris R. Stanley, is a graduate of Earlham College, Richmond, Ind. Following his graduation from Earlham, Mr. Stanley joined the chemical section of Purdue University's Agricultural Experiment Station. After several years as a chemist in the laboratories of Swift & Co., Chicago, Mr. Stanley joined the chemical staff at the Chicago Heights plant of Victor in 1923.

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Jarvis in New Post

Appointment of L. A. Jarvis as technical service representative of the calcium carbonate department of the Michigan Alkali Division was announced recently by Wyandotte Chemicals Corp., Wyandotte, Mich. Mr. Jarvis has been with Wyandotte since 1949 and was previously associated with Firestone Tire and Rubber Co.

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Mason Joins Diamond

Hugh D. Mason was appointed recently to the southeastern sales staff of Diamond Alkali Co., Cleveland. Mr. Mason sells the firm's line of detergents, cleansers, basic chemicals and related specialties in Alabama, making his headquarters in Birmingham.

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B. F. Sheehan Dies

Bartholomew Francis Sheehan, 51, a salesman for J. B. Henriques, Inc., New York chemical brokers, died Mar. 7, during the annual retreat of Catholic layman of the Drug and Chemical Band at the Jesuit retreat house, Mount Manresa, Staten Island, N. Y. Active for many years in the Salesmen's Association of the American Chemical Industry, Mr. Sheehan was a resident of Wantagh, N. Y. Before becoming associated with Henriques, which took over the resale chemical division of Arnold-Hoffman Inc., Providence, with which Mr. Sheehan had been connected, he was a salesman for E. I. du Pont de Nemours & Co., Wilmington, in New York, for many years. He is survived by his wife, Mrs. Jessie Sheehan; two sons, David and Bartholomew Sheehan 3rd; a daughter, Miss Margaret Sheehan, and a brother and three sisters.

B. F. Sheehan



...about detergents



SOAPS AND DETERGENTS

by E. G. Thomsen and John W. McCutcheon

THE latest and only complete American book on soap manufacture. Primarily a practical book for the production man, chemist, or executive, it covers such subjects as soap making methods, equipment and machinery, raw materials, perfuming and coloring, glycerine recovery, and properties and applications of finished soap and detergent products. No soap or detergent laboratory, plant, or office should be without this standard volume.



SYNTHETIC DETERGENTS

by John W. McCutcheon

A PRACTICAL 435-page book concerned primarily with the detergent compounds defining the various types of synthetics as to class, manufacture, application and processing. In addition to a thorough analysis of the manufacturing processes involved and a discussion of source and preparation of raw materials, the author also presents an adequate theoretical background on the fundamentals of surface activity and the relation of surface activity to detergency, emulsification, foaming, wetting and dispersion. This text will be of interest to all in the detergent field, including those concerned with the manufacture, packaging, application and processing of surfactants, as well as those supplying raw materials.

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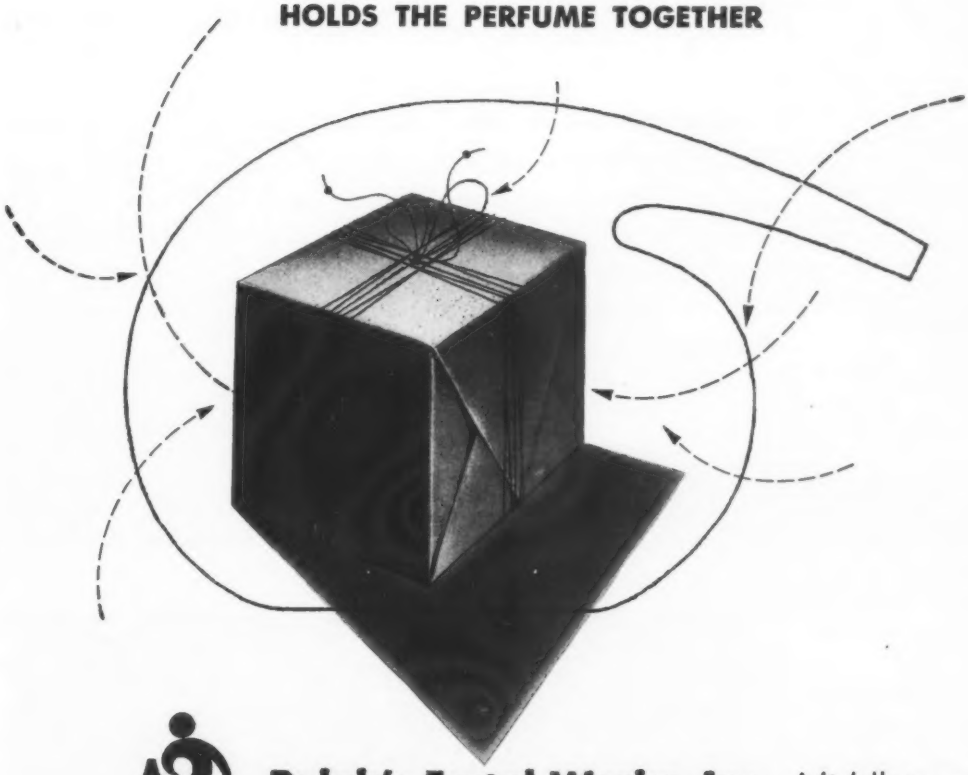
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aromatic chemical
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Useful addition to present standard fixatives

Does not discolor perfumes, creams, soaps, and other cosmetic preparations

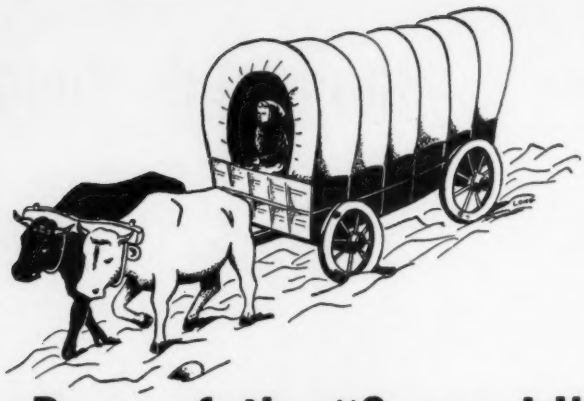
Like a string around a package, it...

HOLDS THE PERFUME TOGETHER



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*Domestic and Foreign Patents applied for.



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Red Oil, Tall Oil, Tallow
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ALKALIES

Caustic Soda, Solid, Liquid, and Flake; Soda Ash, Light and Dense
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Quadrafos Granular and Beads—a stable polyphosphate for water conditioning and mild but effective detergency.

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SILICATE OF SODA—Liquid powdered and solid.
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METASILICATE—"Metso"* Granular.
METSO* DETERGENTS—55, 66, 99.
MAYPONS—Unique surface active agents; prolific foam; high detergency and emulsifying powers; suitable for cosmetic and industrial use.

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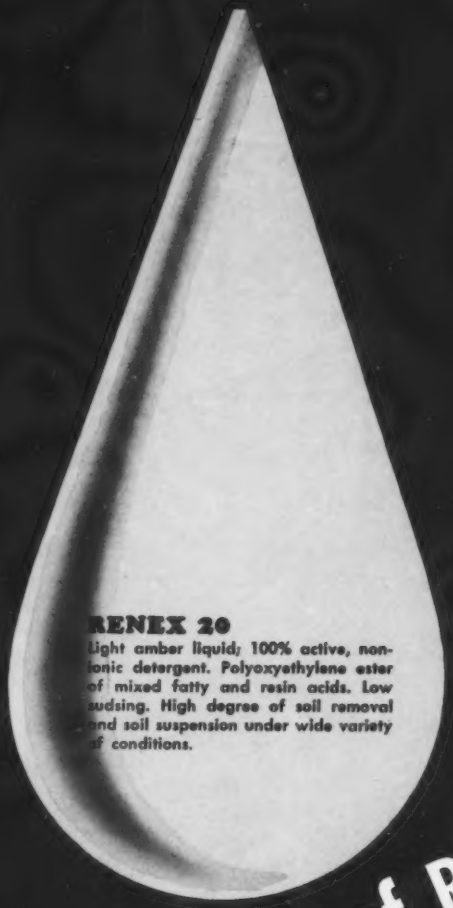
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Light amber liquid; 100% active, non-ionic detergent. Polyoxyethylene ester of mixed fatty and resin acids. Low sudsing. High degree of soil removal and soil suspension under wide variety of conditions.

just a touch of RENEX® adds high detergency



RENEX 25
Light yellow powder. Non-ionic, a concretion of urea and Renex 20. Easily compounded with alkalis. Excellent for cotton detergents, in hard and soft water.

These Renex detergents are effective at low concentrations. They add high detergency—at low cost—to home laundry compounds, mechanical dishwashing preparations, floor and wall cleaners, hand cleaners, metal cleaners and similar preparations. Their low foaming qualities are especially useful in applications where sudsing impedes mechanical cleaning action.

Other Renex products include both liquid and powder detergents with excellent stability in acids and alkalis. All are compatible with alkaline builders, soaps and anionic and cationic ingredients. For samples and technical assistance in formulation, write or call Atlas today.

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BRANTFORD, CANADA

Dependable Source for Chemical Raw Materials



President George E. Wilson (right), of the G. E. Wilson Co., shows J. H. Bahlburg, Wyandotte representative, the first completed unit of his company's facilities being erected at Providence Municipal Wharves, Fields Point, R. I.

"We have enjoyed 25 years of growing with Wyandotte"

— George E. Wilson, President, G. E. Wilson Co.

The G. E. Wilson Co., Providence, R.I., was one of the pioneers in handling liquid caustic in tank cars. "Our new facilities at Providence Municipal Wharves will offer many advantages to both our customers and ourselves," says George E. Wilson, President. "In addition to advantageous incoming water shipment, we have a more convenient location and sufficient room for further expansion."

The George E. Wilson Co. has been a Wyandotte customer for more than 25 years. "We use Wyandotte Caustic and Chlorine in the manufacture of hypochlorites," Mr. Wilson says. " We also distribute them to others. We consider Wyandotte an excellent source of supply — more than once they helped us over the hump in times of short supply. Wyandotte has always been known for quality . . . since bringing in their new facilities, we are certain that no one can exceed them in quality. Today, the impurities in our finished products are infinitesimal . . . in fact, the stability and quality of our products are at an all-time high."

Do you use chemical raw materials in your processes or products? If so, let us quote you on your requirements. Remember, Wyandotte service is helpful and far-reaching, and Wyandotte representatives are constantly working with industries like yours, to cut costs and create product improvement. *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Offices in principal cities.*

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Soda Ash • Caustic Soda • Bicarbonate of Soda • Chlorine • Calcium Carbonate • Calcium Chloride • Glycols
Synthetic Detergents • Agricultural Insecticides • Soil Conditioners • Other Organic and Inorganic Chemicals

Bids and AWARDS

Lever Low Chip Soap Bid

Lever Brothers Co., New York, submitted the low bid of 8.25 cents on chip soap, included in a recent opening for miscellaneous supplies by the Federal Supply Service, Washington, D. C.

—★—

Laundry Soap Awards

Iowa Soap Co., Burlington, Ia. and Pacific Soap Co., San Diego, Calif., received the awards on laundry soap in recent openings for miscellaneous supplies by the Marine Corps, Arlington, Va. Iowa's bid was 10 cents on item 1a, and Pacific's 9.67 cents on item 2.

—★—

FSS Chip Soap Bid

Tennessee Soap Co., Memphis, Tenn., submitted the low bid of 9.85 cents on 60,000 pounds of soap chips in a recent opening for miscellaneous supplies by the Federal Supply Service, Washington, D. C.

—★—

Michigan Bid on DDT

In a recent opening for DDT powder by the Federal Supply Service, Washington, D. C., Michigan Chemical Corp., St. Louis, Mich., submitted the low bid of 24.24 cents, f.a.s. vessel, New York.

—★—

Shave Soap Award

Campbell Products Co., Bensenville, Ill., received the award in a recent opening for liquid shaving soap by the Veterans Administration, Washington, D. C. Campbell's bids were item 1, 26 cents; 2, 27 cents; 3, 28 cents; 4, 27 cents.

—★—

Miscellaneous FSS Awards

Soap, cleaner, and lye were included in a recent opening for miscellaneous supplies by the Federal Supply Service, Kansas City, Mo. Awards went to Interstate Chemical Products, Kansas City, with a bid of 7.82 cents on item one, and to Federal Chemical Co., Chicago, with a bid of 7.6 cents on items 2 and 3.

—★—

P.O. Cleaner Bid

Diamond Chemical Co., Maspeth, N. Y., submitted the low bid of 6.37 cents per pound on 60,000 pounds of cleaner, delivered to New York City, in a recent opening for miscellaneous supplies by the Post Office Department, Washington, D. C.

—★—

FSS Herbicide Bid

International Ore and Fertilizer Corp., New York, submitted the low bid of $5.985 for herbicide in a recent opening for miscellaneous supplies by the Federal Supply Service, New York.

—★—

Clean Sweep Low Bidder

Sweeping compound was included in a recent opening for miscellaneous supplies by the Federal Supply Service, Washington, D. C. Clean Sweep Manufacturing Co., Charlotte, N. C., submitted the low bid of 2.53 cents, (two percent) in new jute bags.

—★—

Stahl Soap Bidder

Stahl Soap Corp., Brooklyn, N. Y., submitted the low bid of $4.38 on floating toilet soap in a recent opening for miscellaneous supplies by the Federal Supply Service, Washington, D. C.

—★—

Emery Azelaic Acid

Commercial quantities of azelaic acid are now available, Emery Industries, Inc., Cincinnati, announced recently. Designated "Emerox 1110," it is the commercial product from Emery's new ozone-oxidation plant which has been under construction for the past year.

Although Emery has produced azelaic acid for the past eight years, most was for captive use. The additional quantities now available open up a practically new source for dibasic acids and further widen the selection of dibasic raw materials available to manufacturers.

Typical characteristics of Emerox 1110 Azelaic Acid are as follows:

Acid Value	565
Combining Weight	100
Melting Point	95-99° C
Color, FAC	5
Sp. G. @ 110° C	1.038
Azelaic Acid Content	87%
Other Dibasic Acids	13%

This production of azelaic acid has culminated several years of pioneering into the commercial use of ozone as an oxidant by both Emery and Welsbach Co. of Philadelphia, manufacturers of the ozone generating unit. In the new process, oleic acid, a basic product of Emery, is oxidized at the ethylenic linkage to form an ozonide. This in turn is decomposed to yield two aliphatic acids, azelaic (dibasic) and pelargonic (monobasic). Both of these nine carbon acids promise to be important raw materials for the chemical process industry.

Samples of and literature on Emerox 1110 azelaic acid are available on request from Emery Industries, Inc., Dept. 5, Carew Tower, Cincinnati 2, Ohio.

A brochure entitled "Emery Modified Fatty Acids" describes these products and their suggested uses. It is available from Emery's development and service department.

—★—

Test Pink Dreft

Procter & Gamble Co., Cincinnati, is now reported to be testing "Pink Dreft" in Nebraska and Iowa markets. Advertising in local newspapers and other media in the test areas stresses the fact that the new detergent is designed "especially for the new miracle fabrics." Whether or not new, pink "Dreft" will be distributed nationally depends on the success of the product in the test markets. "Dreft" is generally believed to be the first household synthetic detergent marketed in the U. S. It was introduced in the early Thirties.

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NEW Trade Marks

THE following trade marks were published in recent issues of the *Official Gazette* of the U. S. Patent Office in compliance with section 12(a) of the Trade Mark Act of 1946. Notice of opposition under section 13 may be filed within 30 days of publication in the *Gazette* See rules 20.1 to 20.5. As provided by section 31 of the Act, a fee of $25 must accompany notice of opposition.

Drew-Gleem—This for metal cleaning and polishing compositions. Filed March 9, 1952 by E. F. Drew & Co., New York. Claims use since January 13, 1952.

Breen—This for industrial cleaner. Filed November 1, 1952 by Geo. L. Williams Co., Cleveland, O. Claims use since June 30, 1949.

FreeWax—This for self polishing floor wax. Filed November 3, 1951 by Freewax Corp., Tallahassee, Fla. Claims use since September 12, 1950.

Leather Magic—This for shoe polish. Filed March 20, 1952 by Schultz Shoe Co., St. Louis, Mo. Claims use since February 21, 1952.

448—This for insect repellents. Filed October 23, 1951 by Chemical Foundation, New York. Claims use since June 14, 1946.

Aer-A-Sol—This for insecticides. Filed October 23, 1951 by Bridgeport Brass Co., Bridgeport, Conn. Claims use since October 3, 1945.

BugAcide—This for horticultural insecticide. Filed October 27, 1952 by Lien Chemical Co., Franklin Park, Ill. Claims use since September 11, 1950.

Ataxo—This for space deodorant. Filed March 5, 1953 by Glenbrook Chemical Co., New Haven, Conn. Claims use since on or about March 2, 1953.

O-Go—This for garbage can deodorant. Filed July 10, 1953 by Cleveland Aerosol Packaging Corp., Cleveland, O. Claims use since May 6, 1953.

Blend-a-med—This for tooth paste. Filed January 19, 1953 by Blendax Werke R. Schneider & Co., Mainz, Germany. Claims ownership of German registration 603,999, dated January 9, 1951.

Baby Breck Lavo—This for soap preparation for bathing babies. Filed October 4, 1948 by John H. Breck, Inc., Springfield, Mass. Claims use since August 2, 1948.

Nylo White—This for washing compound for use on acrilic fibers and fabrics. Filed August 1, 1951 by Curt E. Abramowitz, Brooklyn, N. Y. Claims use since March 1, 1951.

Nutrel-B—This for cleaner of household textile furnishings. Filed April 26, 1952 by Wade, Wenger & Associates, Inc., Chicago. Claims use since February 18, 1952.

Microsonic—This for shampoo and soap. Filed August 1, 1952 by Louis J. Stern, doing business as Post Institute, New York. Claims use since November 10, 1949.

Kleenz-m—This for liquid brush cleaner. Filed October 24, 1952 by General Paint & Varnish Co., doing business as Kwikote Products, Chicago. Claims use since August 1943.

Star-Brite—This for jewelry and gem cleaning fluid. Filed October 31, 1952 by Maurice Mogavero, doing business as Star-Brite Manufacturing Co., Newark, N. J. Claims use since on or about August 1, 1952.

Ridit—This for general purpose detergent. Filed December 26, 1952 by Vincent P. Long, Omaha, Nebr. Claims use since on or about September 2, 1952.

Corn-O-Cide—This for medicated soap. Filed March 16, 1953 by Brown-Vaughan Co., San Francisco. Claims use since March 1928.

June Geranium—This for soap. Filed March 18, 1953 by Elizabeth Arden Sales Corp., New York. Claims use since January 15, 1917.

Iobac—This dairy disinfectant and germicide. Filed April 29, 1953 by Lazarus Laboratories, Inc., Division of West Disinfecting Co., Buffalo, N. Y. Claims use since January 1, 1952.

It Floats—This for sudsing cleaner, cleanser and detergent. Filed July 13, 1953 by Procter & Gamble Co., Cincinnati. Claims use since July 1891.

Manny, Moe & Jack—This for hand soap. Filed August 12, 1953 by Manny, Moe & Jack, Philadelphia, Pa. Claims use since May 1, 1940.

Pep Boys—This for hand soap. Filed August 12, 1953 by Manny, Moe & Jack, Philadelphia, Pa. Claims use since May 1, 1940.

Gable—This for floor and furniture polishes. Filed July 9, 1952 by Kem Products Corp., Brooklyn, N. Y. Claims use since December 1, 1949.

Steel Bright—This for cleaning and polishing material for metal and glazed surfaces. Filed May 8, 1953 by Jean Haven, doing business as Steel Bright Products Co., Detroit, Mich. Claims use since on or about March 15, 1939.

Flyex—This for insecticide vaporizing tablets. Filed August 4, 1953 by Flyex Distributors, Washington, D. C. Claims use since October 1, 1952.

Sanize—This for concentrated solution with deodorizing, sanitizing, germicidal, and bactericidal action. Filed December 1, 1952 by Quatricide Distributing Co., New York. Claims use since October 16, 1952.

Foam Shave—This for pressurized shaving soap. Filed January 7, 1953 by Mennen Co., Newark, N. J. Claims use since April 9, 1952 as to the mark shown.

Vita-Lustre—This for furniture cleaner and preservative. Filed May 16, 1952 by Russel Sabor, doing business as Vita Lustre, Dubuque, Ia. Claims use since on or about July 1, 1938.

Neutrogena—This for soaps. Filed June 6, 1952 by Louis Edmond Georges Hubert Fromont, Brussels, Belgium. Claims ownership of Belgian registration 70,381, dated September 15, 1951.

TarGo—This for solvent stain remover. Filed December 9, 1952 by A. L. Wilson Chemical Co., Kearny, N. J. Claims use since June 5, 1932.

Balma—This for liquid hand soap. Filed May 13, 1953 by C. B. Dolge Co., Westport, Conn. Claims use since October 1, 1909.

8 to 1—This for shampoo cleaner for textiles, leather, walls, floors, and windows. Filed May 27, 1953 by Globe Products of Florida, Inc., Clearwater, Fla. Claims use since March 7, 1953.

Magik-Glo—This for automobile and furniture wax. Filed January 21, 1950, by Knapp-Monarch Co., St. Louis, Mo. Claims use since December 23, 1949.

Myco Sheen—This for liquid floor cleaning and polishing preparation. Filed November 29, 1952 by Masury-Young Co., Charlestown, Mass. Claims use since on or about January 1934.

Strobane—This for insecticides. Filed October 10, 1952 by B. F. Goodrich Chemical Co., a Division of B. F. Goodrich Co., Cleveland, O. Claims use since July 1952.

Mennen for Men—This for lathering and non-lathering shave creams. Filed March 19, 1952 by Mennen Co., Newark, N. J. Claims use since 1935.

Ultra—This for detergents, dishwashing and general purpose cleaning compounds for household and industrial use. Filed November 22, 1952 by Ultra Chemical Works, Inc., Paterson, N. J. Claims use since November 1, 1948.

Vizo—This for glass cleaner. Filed March 23, 1953 by Automotive Solvents & Specialties, Inc., St. Clair Shores, Mich. Claims use since March 2, 1953.

Dilly—This for liquid cleaner. Filed March 27, 1953 by Norsan Products, Inc., Cleveland. Claims use since January 12, 1953.

Plus—This for household liquid deodorant, cleanser, detergent, and disinfectant. Filed May 11, 1953 by West Disinfecting Co., Long Island City, N. Y. Claims use since April 20, 1953.



No one likes to sleep with a clothespin on his nose. That's why it was important to avoid odor and yellowing of foam rubber. In this particular case it was easy. Replacing an ordinary double-distilled oleic acid with Emersol 233LL Elaine, eliminated odor due to rancidity. Likewise, the superior color stability of 233 gave the product maximum resistance to yellowing.

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Whatever you make, foam rubber or an entirely unrelated product, the superior color stability, oxidation stability, and resistance to rancidity of all Emersol Oleic Acids can make your product better, stay better longer. The net result: your product will have consumer appeal... be easy to sell. And since they cost no more than competitive grades, next time...everytime...it will pay you to buy Emersol Elaines!

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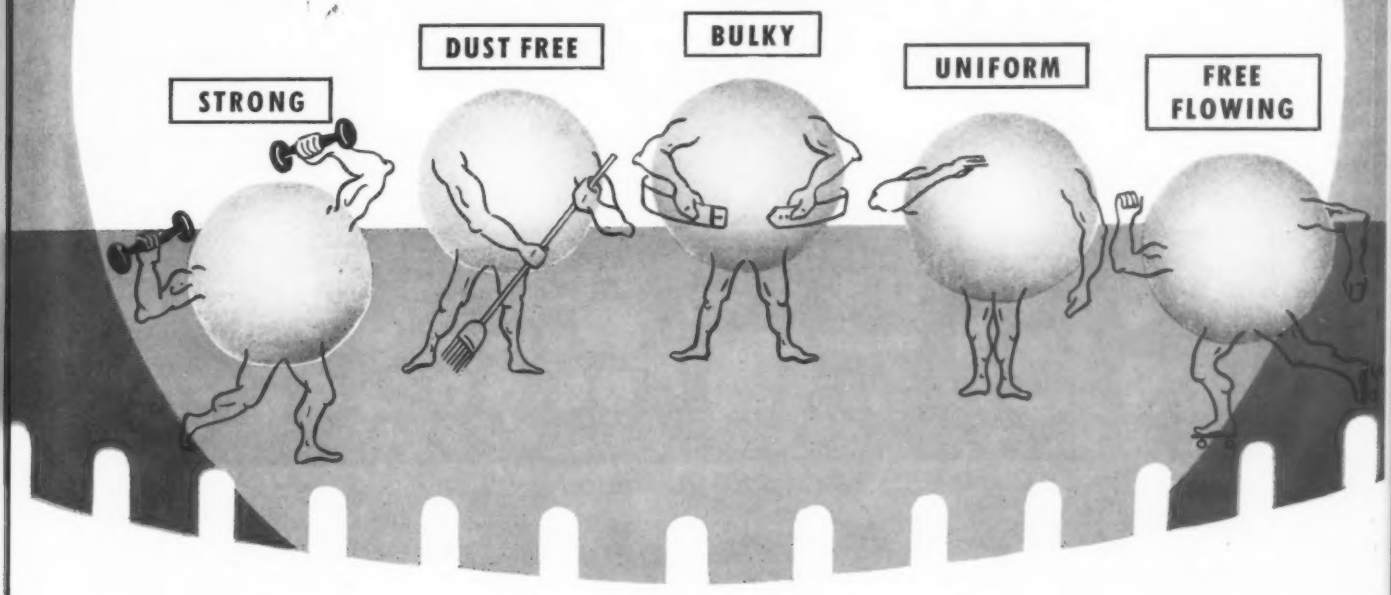
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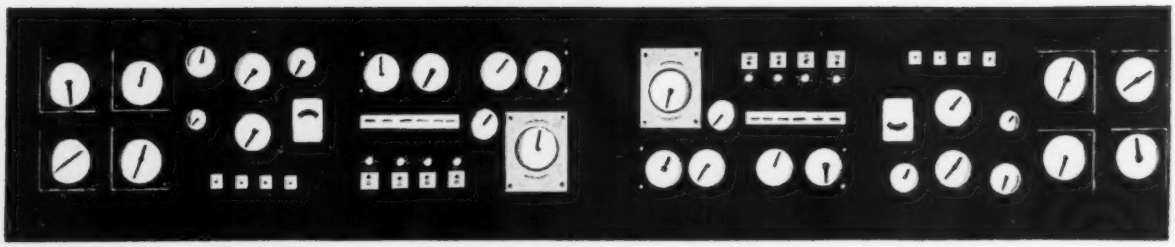
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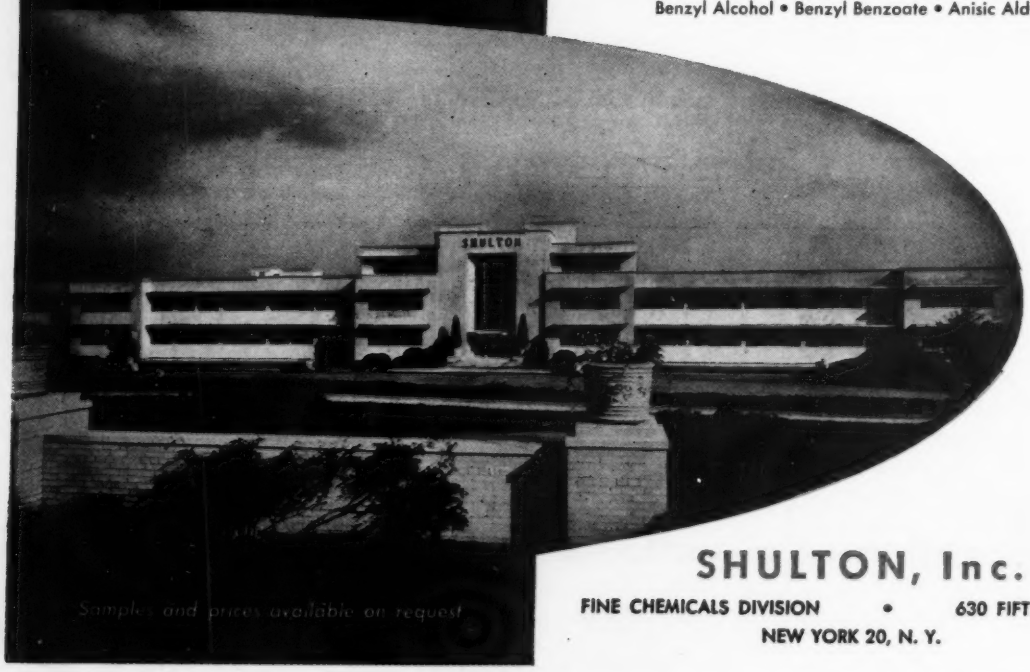
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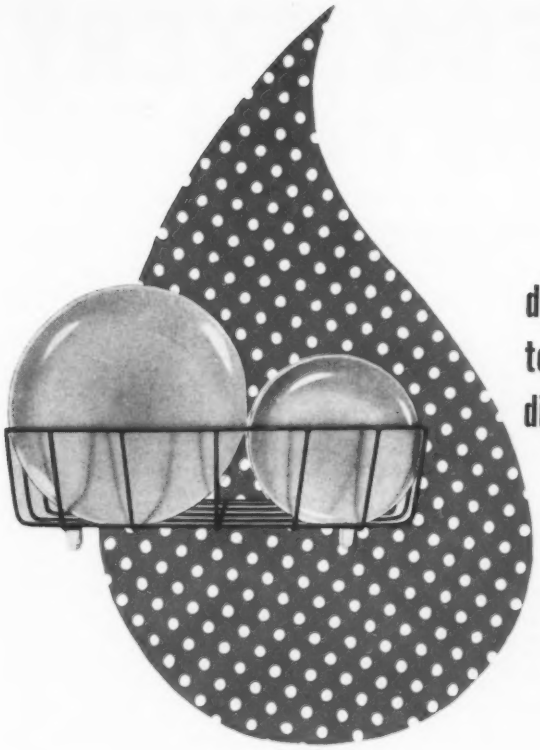
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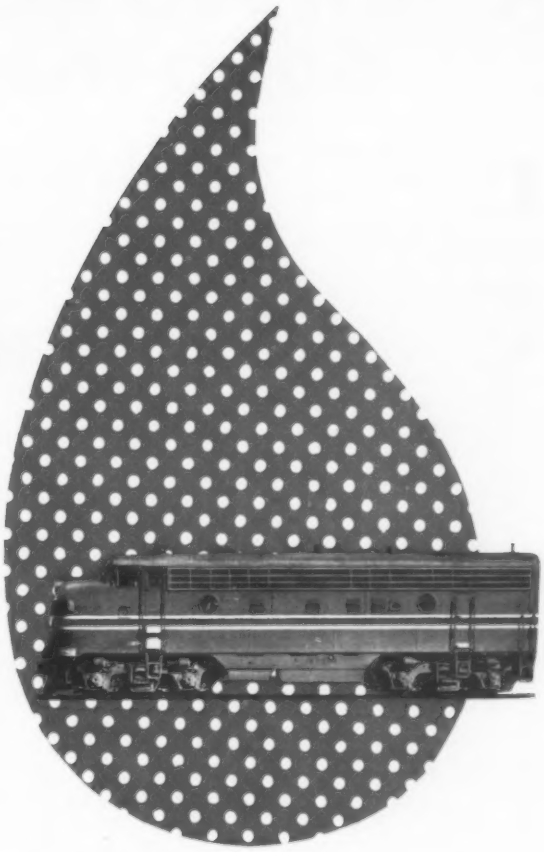
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Now you can obtain *all* your wetting-agent and phosphate requirements from *one* source. Less red tape, less waiting and faster service . . . all are yours when you use *one* source . . . Monsanto.

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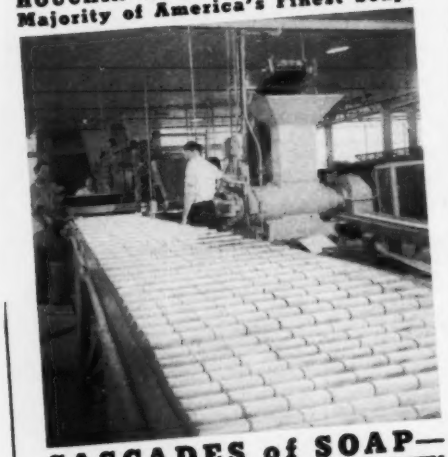
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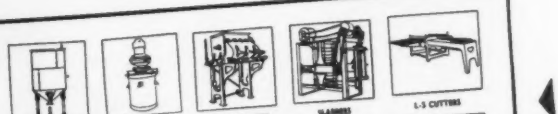
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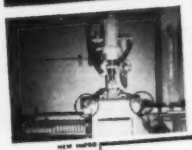
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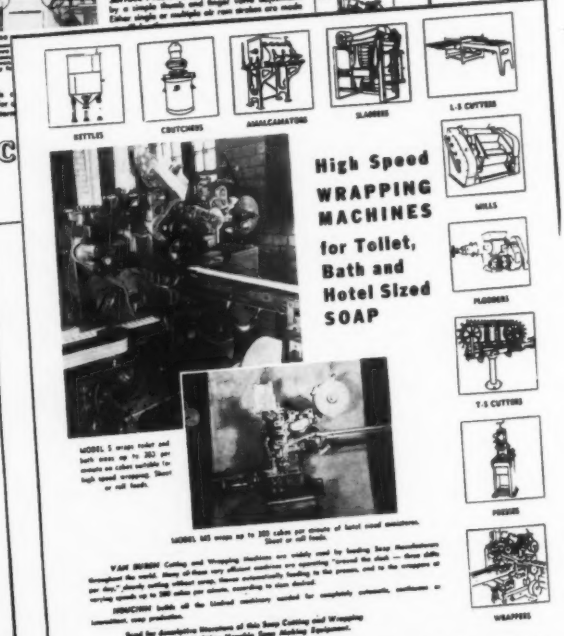
Safety Is Assured. The air ram is locked until the operator moves both hands away from the die box to simultaneously depress the right and left hand valve control levers.

Uniformity of Pressing Is Positive. Dangerous, old fashioned, wing foot lever controls are eliminated. The operator remains comfortably seated. The actual pressing and ejection operations are, although manually controlled, completely automatic.

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Surface Pressures up to 2500 lbs. are obtained by a simple thumb and finger valve adjustment. Either single or multiple air ram strokes are made



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MODEL S wraps toilet and bath soaps up to 350 per minute on cakes suitable for high speed wrapping. Sheet or roll feed.

MODEL 660 wraps up to 200 cakes per minute of hotel sized assortments. Sheet or roll feed.

VAN BUREN Cutting and Wrapping Machines are widely used by leading Soap Manufacturers throughout the world. Many of these very efficient machines are operating 24 hours per day, 7 days per week, running without stops, thereby economically handling to the utmost, and to the complete satisfaction of their owners, the ever increasing demands for greater production.

HOUCHIN builds all the finished machinery needed for completely automatic, continuous or semi-continuous production.

Send for descriptive literature of this Soap Cutting and Wrapping Machinery and Other Houchin Soap Making Equipment.

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Van Buren Automatic Track Type Cutter, Scrapless and Motorless.



Van Buren Cutter is the invention and original patented design of the master soap cutter.

This cutter is motorized and automatically timed by cutter gears to maintain speeds of positively any cakes, without stops or functional delays. Interchangeable cutting cakes are illustrated. This cutting machine embodies many other important, modern and patented features, particularly with regard to "quick change" for varying sizes.

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Manufacturers of soap making machinery for over a century.

Detergent-Sanitizers...

Five percent ampholytic soaps (surface active agents which are both anion- and cation-active and combine cleansing-disinfecting properties), triple the soil carrying capacity of carboxy soap and anionics.

SURFACE-ACTIVE agents which are both anion- and cation-active and combine cleansing and disinfectant properties are termed ampholytic. These products belong to the group of poly - (aminoethyl) - aminoacetic acids and are amphoteric electrolytes, capable of reacting both as an acid and a base. Where previously an anionic substance was needed for cleansing and a different cationic or other appropriate agent for disinfection, an ampholytic agent will do the work of both, thus eliminating the formation of inactive precipitates which frequently result from simultaneous application of separate anionic and cationic synthetics.

Like the cationic soaps, the ampholytics are attracted to negatively charged fibres and hairs which are thus protected against bacteria and fungi. But whereas cation-active soaps manifest no detergent power in the usual concentrations, the ampholytic agents do exhibit detergent activity. The ampholytics can be used in combination with carboxy soaps without detriment to bactericidal activity. For daily toilet use, incorporation in a soap bar is superior to a solution of the active constituents. A toilet soap in which five per cent of a mixture of alkylaminoethyl glycines of various chain lengths has been incorporated during milling, is capable in ten per cent solution of killing Gram-positive bacteria in 20 minutes and Gram-negative bacteria in three minutes at 25°. Apart from the obvious advantage of bactericidal protection, the lime soap formed by such toilet bars during use with hard water can be easily removed from basins and other surfaces with cold water.

The chemical character of these soaps is closely related to the amphoteric structure of the epidermis which renders them innocuous to the skin, whereas anionic soaps usually aggravate skin troubles. By choice of a suitable fat base for the soap, a higher percentage of tallow can be incorporated which improves mildness as well as stability of the soap.

The presence of protein impairs bactericidal activity of most cationic soaps. Ampholytic soaps, however, with suitably selected alkyls of various chain lengths, do not precipitate with blood serum and retain their bactericidal properties. In practice, moreover, a mixture of such synthetic soaps is distinguished by powerful detergent and foaming action and the ability to remove even tenaciously adhering soil, including that in the pores of the skin. No lime soaps are formed in hard water.

In place of alkyls, acyl radicals may be used. Such compounds can likewise be combined with suitable alkyl (polyamino-ethyl) glycine compounds. Their mildness is not prejudicial to their functions, and by buffering to the pH of normal skin (5.5) the ampholytic soap mixtures can be even better adapted to the biological behavior of the skin.

The presence of five per cent ampholytic soaps triples the soil carrying capacity of carboxy soap, and effects a similar improvement in synthetic anionics.

Bactericidal activity of ampholytics in one per cent solution at 20° C. is shown below:

Organism	*min.*
Staph. aureus	1
Staph. albus	1
Staph. citreus	1
Str. hæmolyticus	1
Enterococcu	1
Gonococcus	1
Bact. coli	1
Bact. diphtheriæ	1
Bact. typhi	1
Bact. paratyphi	1
Bact. enteritidis	1
Bact. dysenteriæ	1
Bact. prodigiosum	1-2
Bact. pyocyaneum	1-2
Bact. proteus	3-5
Rickettsia prowazecki	3-5
Epidermophyton rubrum	3-5
Trichophyton gypseum asteroides	3-5
Epidermophyton interdigitale (Kaufmann-Wolf)	3-5

The disinfectant power of ampholytics is not greater than that of the cationics, but the former exhibit superior mildness, are well tolerated over long periods of use, and are ten times less toxic than cationics when administered by mouth.

Ampholytics are recommended as fungicides and bactericides



LOOK at the sales advantages offered your product by G-11®

(Brand of Hexachlorophene)

The market for products containing G-11 is an established, growing market with virtually unlimited opportunities for profitable development.

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in sickrooms, for general hospital use, in institutions, railroad coaches, etc. In the dairy industry a three per cent solution of an ampholytic detergent is used for disinfection of teats and udders; in the processing of milk, ampholytics have been found particularly satisfactory because they are non-corrosive to metals and do not inhibit the rennet-coagulation of milk when applied in a one per cent concentration; in the cleaning of milk and beverage bottles the dual cleaning and sanitizing action of these compounds is very useful. The meat-processing industry is another field of application for ampholytic detergents: the use of alkyl (aminoethyl) aminoacetic acids for the washing of equipment, machinery, and workers' clothing results in a consistently low germ count. In the fish industry ampholytic soaps inactivate the bacteria responsible for fish spoilage and also destroy the odor produced by these bacteria. Fish boxes contaminated with oil and slime can be rapidly cleaned by spraying with ampholytic soap.

A large potential field of use for these new detergents is in the manufacture of cosmetics. They are being incorporated in shampoos because of their good detergent properties and their harmlessness to hair, scalp and hands even over a long period of regular application. Ampholytics are particularly suitable for use in shaving cream and soap, face creams, and hand and face lotions. Richard Neu, *Manufacturing Chemist,* January, 1954, p. 10.

New Bactericide for Soap

A new deodorant-bactericide, suitable for incorporation in toilet soap, was announced recently by Firmenich & Cie, of Geneva, London, and New York. "Anobial" is a chlorinated salicylanilide of the molecular formula $C_{13}H_8O_2N.Cl_3$, molecular weight 316.5. The new bactericide is described as a powder of slightly yellow-greyish color; very slightly phenolic odor; insipid taste; and a melting point between 244° and 246°C. "Anobial" is said to be stable in dry storage at a temperature not exceeding 40°C. It is not completely stable to light, becoming slightly brownish upon exposure. The compound itself is only slightly soluble in most solvents, but its sodium salt exhibits the following solubilities (g./100 c.c. at 25°C): acetone- 4.9; ethyl alcohol, 95 percent - 3.0; distilled water - 0.5. Bacteriological action is the same as that of free phenol.

Bactericidal activity of "Anobial" in vitro was tested by Firmenich and the method of "successive dilution" yielded the following minimum concentrations:

Staphylococcus albus 1
10 X 10^{-6} mol. (0·00032 g./100 c.c.)
Staphylococcus albus 4:
5 X 10^{-6} mol. (0.00016 g./100 c.c.)
Staphylococcus aureus:
(in soap solution)
8 X 10^{-6} mol. (0·00025 g./100 c.c.)
Proteus vulgaris:
(in soap solution)
16 X 10^{-6} mol. (0.00036 g./100 c.c.)

Action of gram-negative bacteria was found to be very slight. Cloth impregnated with a solution of "Anobial" remains sterile, exhibits bactericidal action and mold resistant. Milk has been found to keep better in bottles washed with a solution of soap containing "Anobial" than in those washed with a plain soap solution.

The lethal dose (LD_{50}) has been determined on mice and rats and is said to be higher than 5g./kg./weight. Skin toxicity tests performed on groups of 20 animals of three species (rats, guinea pigs, and rabbits) by daily application of a soap paste containing 10 percent of the bactericide showed no more irritant or corrosive action than the same soap paste without an addition of "Anobial." More than a hundred people have been in repeated contact with the compound in the course of laboratory study and in preliminary practical tests. No case of irritation or sensitization of the skin has appeared.

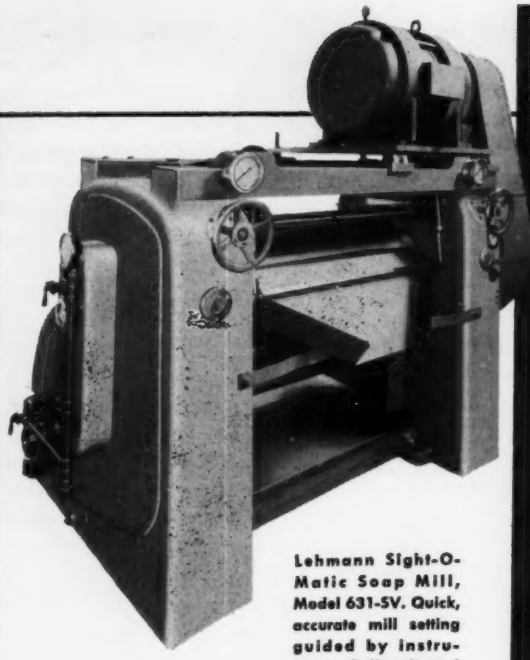
To establish the disinfectant action of "Anobial" in vivo, the technique of P.B. Price, modified by A. R. Cade and reported in *Soap and Sanitary Chemicals,* July, 1950, page 35, was used. Hand wash tests were performed on 13 groups of seven persons each. According to Firmenich, the use of a soap containing 1.5 percent "Anobial" destroys bacterial flora at the rate of over 90 percent by the 4th day and more than 95 percent by the 13th day. The flora gradually forms again but in some cases only up to 40 percent by the 20th day. Even after long exposure to light the soap containing "Anobial" retains its bactericidal activity in spite of a slight brown discoloration.

Incorporation of 1.5 percent by weight of "Anobial" in toilet soap is recommended. It should be added to the soap base as a powder during the milling process, either before or after the addition of perfume. Very thorough mixing is essential for even distribution of the product. The percentage may be increased for medicated soaps. Experiments are currently in progress to establish the minimum percentage needed for a deodorant effect. Preliminary tests point to a dosage of 0.8 percent to one percent.

In stearate creams and similar cosmetic products an addition of 0.5 to 0.8 percent may be considered adequate. The disinfectant action of "Anobial" is much more powerful in the absence of ionogenic soaps and in products such as talcum powder or lotions an addition of 0.1 to 0.3 percent will suffice, according to Firmenich.

"Anobial" is said to modify the perfume in the product in which it is used only to an imperceptible degree. Soap base is whitened by the presence of "Anobial". Discoloration upon exposure to light may be modified by the addition of certain anti-oxidants or by coloring the soap base.

LEHMANN SOAP FINISHING MACHINES *for profitable production*



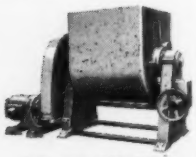
Lehmann Sight-O-Matic Soap Mill, Model 631-SV. Quick, accurate mill setting guided by instruments. Rolls adjusted by handwheels and gauges to obtain optimum pressure levels for feed and take-off rolls quickly. Accurate pneumatic setting of take-off knife accomplished by handle and gauge. Cooling water regulated by dial thermometers, resulting in production savings. This instrumentation facilitates quality control and reduces costs.



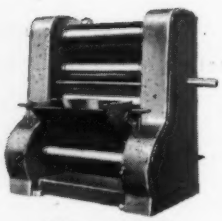
Lehmann 310-P Preliminary Plodder.



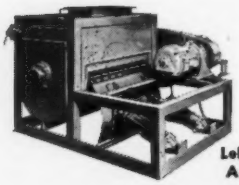
Lehmann 310-F Finishing Plodder.



Lehmann 260-400 lb. Tilting Type Amalgamator.



Lehmann 912-SA Five Roll Finishing Mill



Lehmann Bottom Dump Amalgamator 40 G-B.

Lehmann Soap Finishing Machines offer manufacturers opportunities for substantial reduction in production costs—essential in these days of increasing competition. One unit particularly, the new Sight-O-Matic Soap Mill, gives the manufacturers of toilet soap and soap flakes a piece of equipment that can have marked effect in lowering costs, by minimizing the human element in mill operation.

Under today's high wage standards, man power is an expensive commodity. Make the most of it by supplementing it with the most efficient labor-saving machinery it is possible to obtain. Send for descriptive bulletin of any of the machines shown on this page.

If you are not ready for new equipment, examine the advisability of a thorough factory reconditioning of manufacturing units that are still capable of efficient production. Ask us about Lehmann Certified Factory Reconditioning.

If you make, or are planning to make, detergent soap bars, get in touch with us before assigning present machines or ordering new units for such processing.

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Are Fatty Acid Soaps Superior to Those Made from Neutral Fats?

THE belief that neutral fats yield better soaps than fatty acids is founded in fiction rather than in fact. The proper use of either material results in exactly the same soap. Any theory that better curd soap is made from neutral fats, could be based only on the glycerine content of the fat charge or of the finished curd soap. But the glycerine is washed out of the curd in the course of three settling out processes and reduced to approximately one percent in the finished soap. This very low percentage cannot influence the properties of the soap, especially since the glycerine is not chemically bound by the soap but remains free as does the majority of the water. Soap contains approximately 30 percent water, of which only six percent is chemically bound by the pure alkali-fatty acid compound. The remaining glycerine is diluted in the above-mentioned 24 percent water which presents an additional argument for its practical insignificance.

Incomplete or faulty fat splitting is at the root of any differences found between curd soap from neutral fats and those from fatty acids. In the Twitchell splitting process, for instance, subsequent darkening of the fatty materials may be caused by quantities of steam insufficient to fill the space between the fat surface and the lid of the vessel during settling out and drawing off of the glycerine water. Careless preliminary fat purification is often at fault in the Twitchell process as well as in autoclave splitting. It is further important that the autoclave be closed only when its contents are boiling vigorously, thus insuring that all air has been expelled. In both splitting systems the pipe lines must be of non-corrosive material. Discoloration is caused by faulty operations and false economy. The fatty acids per se are not the cause of such shortcomings.

Fatty acid soap can be bleached to perfection, if necessary, with an 80 percent solution of sodium chlorite. Distilled pure fatty acids of perfectly white color yield soaps indistinguishable from neutral fat soaps in structure and general outward appearance. However, if such fatty acids are packed, stored, and shipped in iron containers, and further stored at their eventual destination, iron soap will soon form near the walls of the containers and cause brown blemishes and discoloration. Use of sodium hydrosulfite as an iron precipitant does not completely cure this trouble, which reinforces the prejudice that fatty acid soap does not equal soap from neutral fats.

Acid derived curd soaps are said to be of inferior general appearance and to lack transparency around the edges. Actually, the presence or absence of these qualities depends entirely on the nature of the fat charge, and not on the glycerine content, as is so readily assumed.

Not only in curd soap making but also in the making of soft soaps the use of fatty acids is fully justified if they exhibit the same degree of purity as the corresponding neutral fats used for the purpose. Actually the latter are more likely to contain proteins and slimy substances. Smooth green soft soap exhibits the same brilliance and transparency, regardless of derivation. The same is true of the desired properties in white opaque soft soap.

However, fatty acids do lose the golden yellow tone of the neutral oils in the course of being processed. This, in turn, affects the color of the soap. Potassium soap of crude palm oil, added after bleaching, is one remedy for this fault. Alternatively the soap may be carefully dyed with a golden-yellow water-soluble color.

Manufacture of granular soft soaps is the only instance in which neutral oil is superior to fatty acids. The presence of 3.5 percent glycerine in the mother liquor, which consists chiefly of fatty acid-alkali, water, and glycerine, appears to influence the process of crystallization: fatty acid soap crystallizes out in needles and not in the usually desired form of granules, as does soap derived from neutral oil. The mechanism by which the presence of glycerine influences crystallization, is, as yet, unexplained. K. L. Weber, *Seifen-Oele-Fette-Wachse*, Nr. 2/1954, page 29.

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New Sharples Emulsifier

The commercial availability of isopropylaminoethanols (IPAE) as an emulsifier intermediate for use in the formulation of water emulsion type floor waxes, was announced recently by Sharples Chemicals, Inc., Philadelphia.

Claimed advantages of the new emulsifier include: its oleate soaps exhibit high emulsifying and dispersing power at low concentrations; convenience to use because of mild odor, high flash point and low toxicity; imparts good water resistance and removability to wax films; provides good stability to formulations containing colloidal silica.

In addition to water emulsion type floors waxes, IPAE can be used in household detergents, water emulsion cleaners, etc.

Isopropylaminoethanols is composed of isopropylmonoethanolamine, $(CH_3)_2CHNHC_2H_4OH$, and isopropyldiethanolamine, $(CH_3)_2CHN(C_2H_4OH)_2$, balanced to give optimum water resistance and removability. It has the following physical properties:

Average molecular weight	116
Pounds per gallon	7.5
Boiling Range	110-265°C.
Color	straw
Odor	mild amine
Flash Point (open cup)	155°F.
Freezing Point	-50°C.

BIG PROFIT OPPORTUNITY IN LIQUID DETERGENTS



STEPAN Complete Line of Liquid Detergent Bases Helps Soapers Cash-In

From heavy-duty floor cleaners to bubble bath specialties . . . from textile scouring compounds to milady's creme shampoos, there are Stepan liquid detergent bases and finished formulations available to help you develop your own product.

Included in the Stepan line of liquid detergent base materials are the new higher fatty alcohols and fatty alcohol sulfates important for superior detergency and mildness to the skin in such products as liquid dishwashing detergents, heavy-duty household detergents and other detergents in either liquid, solid, or flake form.

The completeness of the Stepan line of base materials makes it possible for you to select just exactly the correct ingredients for blending to your use and price requirements.

Why not let Stepan materials, facilities, and experience help you to capitalize on the big and growing liquid detergent market?

20.2% of the market in four years is the record for a liquid dishwashing detergent in one major city. It now outsells all other dishwashing products in that market. Synthetic detergents as a whole have captured better than 50% of the market, nationally. Stepan Chemical Company has a complete line of liquid detergent bases and finished formulations to help soapers profit from this growing market. Many of these base materials are also advantageous for use in solid, flake, or paste form detergents.

Liquid Alkyl Aryl Sulfonates

The Stepan line includes a variety of liquid alkyl aryl sulfonates offering economical sources of active ingredients and tailored to meet various price and end use requirements. Among these products and of special interest are DS-60 and DS-35 de-salted sodium alkyl aryl sulfonates. In addition to their uses as a liquid dishwashing detergent base, these products are ideal as bases for scrub soaps, dairy cleaning compounds, or any other cleaning compound which requires the combination of economy, superior detergency, and superior wetting action.

Non-Ionic Detergents and Foam Stabilizers

Stepan LDA, an alkylolamide, provides exceptional foam stability and is highly recommended for use in alkyl aryl sulfonate and fatty alcohol sulfate formulations where high foam stability is desired.

Amides—Stepan can also produce special amide type non-ionics to your own specifications. Our large production capacity may well effect important savings to you on products of this type.

Sulfated Alcohols

Lauryl Sulfates—An extremely wide range of sodium, ammonium, potassium, and triethanolamine lauryl sulfates are available for detergent and other uses. These are obtainable in paste, liquid, or powder forms and are unmatched for purity and uniformity.

Higher fatty alcohol sulfates—These new products in the Stepan line offer excellent detergency and the additional advantage of low de-fatting to the skin. They are ideal for use in shampoos, heavy-duty household detergents, and other detergents in liquid or solid form.

Savings Through Stepan Blending Service

The completeness of the Stepan line can also make possible consolidated raw material buying. This, in combination with Stepan's extensive blending facilities, can effect important savings for you. Carload total of less than carload ingredients, where suitable, can be blended at small additional cost and carload price savings effected on the individual items.

Laboratory Assistance

The Stepan Chemical Company has had over twenty years experience in the field of synthetic detergents. This experience and the new Stepan laboratory facilities are available to help you in developing and producing your detergent product.

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Booklet on Perma Kleers

A new, revised and enlarged booklet on its line of "Perma Kleers" sequestering agents was released recently by Refined Products Corp., Lyndhurst, N. J. The new booklet contains technical information on uses and typical applications of the various types of "Perma Kleers." There is also a section on "balanced chelation" effected with the Refined sequestering agents.

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Cleaners' Effect on Skin

The effect of various household washing products on the skin varies only very slightly. This is apparent from the results of clinical use tests reported in a paper by Sture A. M. Johnson, M.D., Madison, Wisconsin.; Roy L. Kile, M.D., D. J. Kooyman, Ph.D.; and J. S. Brod, Ph.D., Cincinnati. The report appeared in the December 1953 issue of *Archives of Dermatology and Syphilology* under the title "Comparison of effects of soaps and synthetic detergents on hands of housewives."

These tests, which employed approximately 200 women for each product compared, were found to yield results in general agreement with the independent appraisal of housewives, who used the products in a normal manner for washing operations in the home.

Among the products for which test data are given, fine-fabric soap was associated with the best general skin condition of the hands. An all-purpose synthetic detergent and one all-purpose soap were found to be similar in this respect and next best. Both were somewhat better than a second all-purpose soap with a higher content of builder. In no case was the difference between products large.

A procedure for determining the relative condition of the skin of housewives' hands and lower arms after using different detergents for regular household washing operations is based on gross and microscopic examination before and after two weeks' use of the test products.

The incidence of dermatitis among the more than 5,000 housewives who participated in such tests was about one in 1,000. All cases of dermatitis were recurrences of previously existing skin trouble and occurred with both soap and synthetic test products.

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New Emery Fatty Acids

Commercial availability of three new low-cost, structurally modified fatty acids was announced recently by Emery Industries, Inc., Cincinnati. Color and heat stability associated with high-grade stearic and palmitic acids combined with consistency and solubility characteristics of distilled tallow fatty acids are claimed for these products. Two of the acids are practically saturated (two to four I.V.) C_{16} and C_{18} monocarboxylic acids, as is apparent from the table below of characteristics for the three compounds:

Potassium soaps of these acids are said to yield clear and completely fluid solutions at room temperature and 16 percent real soap concentrations, whereas potash soaps of stearic acid are semi-solid in concentrations as low as one percent. It is suggested that these acids may find use in cosmetics, fatty alcohols, esters, condensates, and textile chemicals. Shipment of the three fatty acids is made in aluminum tankcars or specially lacquer-lined 55-gallon drums.

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Packer Issues Catalog

A complete line of liquid filling machines is shown in the new 13-page illustrated catalog, issued recently by Packer Machinery Corp., New York. New features include a vacuum filler with automatic filling cycle, a filler with air valve control, said to be foamless and dripless, and the introduction of gravity fillers corresponding to each type of vacuum model.

New Vegetable Oil Use

An alkylating agent capable of altering the molecular structure of various types of organic compounds and derivable from commercial vegetable oils has been developed by scientists of Tulane University, New Orleans, for the U. S. Department of Agriculture. The method of alkylation may be found helpful in the making of insecticides, surface-active agents, additives, and other specialty products.

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Sharples Chemical Booklet

Availability of a new eight-page booklet, Catalog 54-1, which describes the principal physical properties of the more than 80 products offered by Sharples Chemicals, Inc., Philadelphia, was announced recently. Sharples manufactures alcohols, surface active agents, esters, alkyl chlorides, amines, urea derivatives, diothiocarbamic acid derivatives, alkyl phenols, mercaptans, hydrocarbons and fuel gas odorants.

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Pesticide Yearbook for '54

The annual publication of the Association of Economic Poisons Control Officials for 1954 has been issued recently. The book, consisting of approximately 200 pages, carries data covering approximately 150 pesticide chemicals, an increase of 50 over the 1953 edition. Facts on toxicity, empirical formula, references on methods of analysis, antidote and first aid, are supplied in summarized form. A resume of state pesticide laws, a detailed review of sampling procedure, and a list of officials responsible for enforcement of the various statutes are included as well as convention papers and other association business. The book is available from Albert B. Heagy, secretary-treasurer of the association, College Park, Md. It costs $3.00.

	994-R	995-R	996-R
Titer	44°C	44°C	45°C
Iodine Value, Wijs	34.5	4.0	2.0
Free Fatty Acid (as oleic)	98.2%	96.0%	98.0%
Total Fatty Acid (as oleic)	102.5%	102.3%	104.5%
Unsaponifilable	1.5%	1.5%	1.0%
Polyunsaturated Acid Content	0.5%	0.0%	0.0%
Color, Lovibond (5¼" cell)	2.0Y/1.0R	2OY/6.5R	1.1Y/0.5R

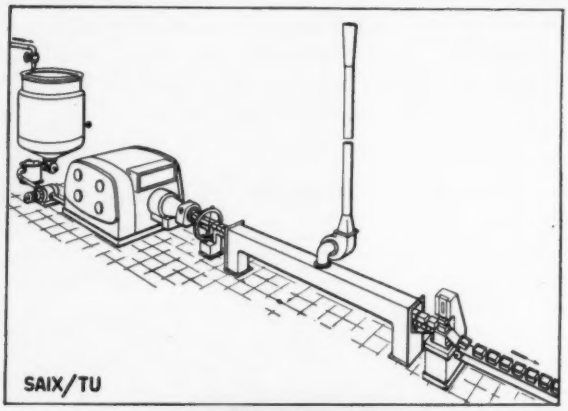
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PATENTED Cooling Extruder Type SAIX for the continuous chilling and finishing of every kind of laundry soap, with 62%, 52% as well as with a T.F.M. content as low as 35%, either from full boiled kettle soap or from soap pads by a continuous process.

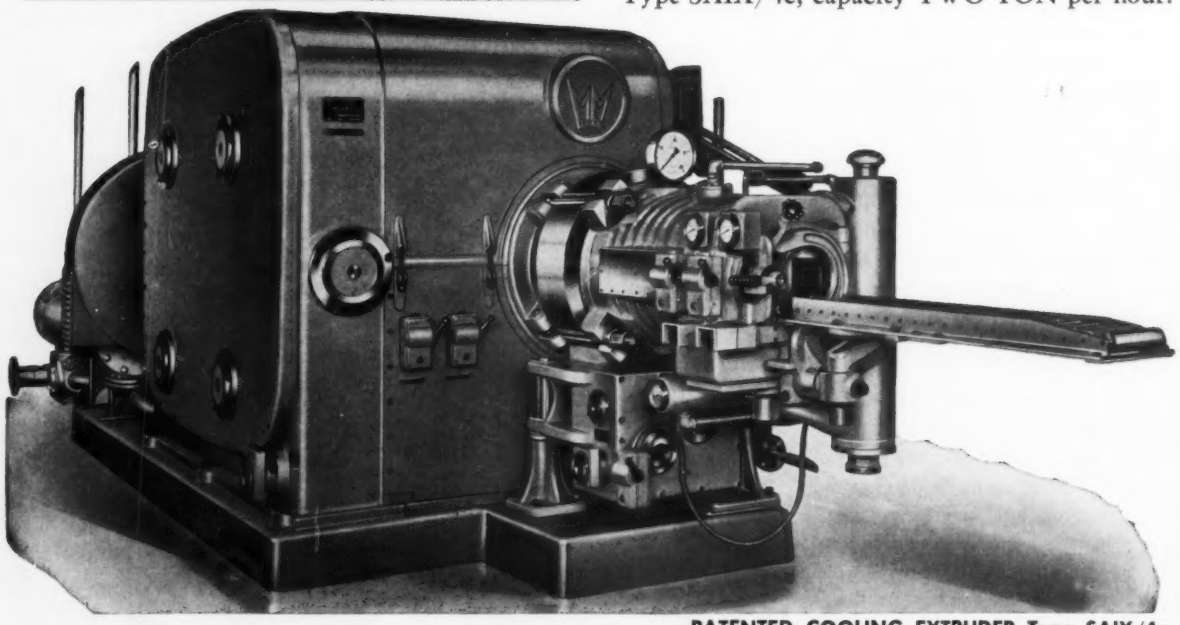
From the saponification (molten hot soap) to the finished bars (cold solid soap) in a single stage without any interruption or structural change. In this plant, completed by a preliminary evaporator of the molten hot soap, it is possible to manufacture 72-73% T.F.M., soaps with an opaque, translucent or transparent appearance. The soap is continuously formed in bars of every desired size or in pellets for further milling procedure.



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In this plant it also is possible to manufacture conventional or transparent toilet soaps without any formation of hard spots.

Type SAIX/1c, capacity HALF TON per hour.
Type SAIX/2c, capacity ONE TON per hour.
Type SAIX/4c, capacity TWO TON per hour.



PATENTED COOLING EXTRUDER Type SAIX/4c

PRODUCTION Clinic

By E. G. Thomssen, Ph.D.

SEPARATION and thickening are the most usual troubles besetting the manufacturer of emulsions. The cause of these complaints is not always readily diagnosed, because they may or may not appear in batches made on the same day from the same ingredients. Smaller manufacturers are, therefore, frequently reluctant to add emulsions to their line of products and thus expose themselves to the hazards of uncertainty.

The most common causes of emulsion failure include unsuitable mixing and emulsifying equipment, wrong balance of ingredients, incorrect setting of temperatures, and the use of incompatible or impure ingredients.

An emulsion mixer must bring oil or other emulsifiable liquids into intimate contact with water in the form of very small particles. An emulsion consists of tiny globules of oil suspended in water or of water suspended in oil. The smallness of these globules greatly affects the stability of the emulsion. Immiscible liquids can be beaten into an emulsion that will not break only by the use of agitation and a high rate of shear.

In the manufacture of floor wax a smaller batch of the heavier emulsion is made first and is later increased into a larger batch. The small batch must be agitated at the correct temperature in the bottom of the mixing kettle, prior to adding the remainder of the batch. For this process a turbine type agitator is recommended because it will intimately mix smaller and larger quantities.

Very fine and uniform particle size and correct dispersion are further assured by the use of a homogenizer or colloid mill. Such equipment is helpful also for suspension of solids in emulsions and for improved homogeneity in pastes.

Correct balance of water,



DR. THOMSSEN

oil and emulsifying agent is essential for the prevention of separation or thickening. The most common error is the use of an excessive quantity of emulsifying agent. It should be remembered that such an agent is added merely to lower the interfacial tension between the water and the oil or other water-insoluble ingredient.

The temperature at which an emulsion is made must be carefully chosen and its uniformity controlled. If initial emulsification takes place at high temperature, subsequent rapid cooling may be beneficial. Such procedure is recommended in the manufacture of liquid floor wax where the high melting point of carnauba wax requires elevated temperatures.

Compatibility and purity of raw materials are of the utmost importance. Incorporation in the oil phase of some liquid which is water-immiscible and hard to emulsify results in incomplete emulsification, subsequent separation, and poor appearance of the emulsion. The addition of low-cost wax products such as mineral oil to a readily emulsifiable wax or vegetable oil constitutes false economy. It may cause thickening or breaking of the finished product. If an acid or low-pH compound comes in contact with an amine soap, which may be present as an emulsifying agent, decomposition of the amine soap will occur.

Impure water from public systems or wells may cause trouble. The use of distilled or ionized water is therefore advisable. Raw materials should be carefully checked for impurities. The presence of the smallest amount of incompatible material can render an emulsion defective.

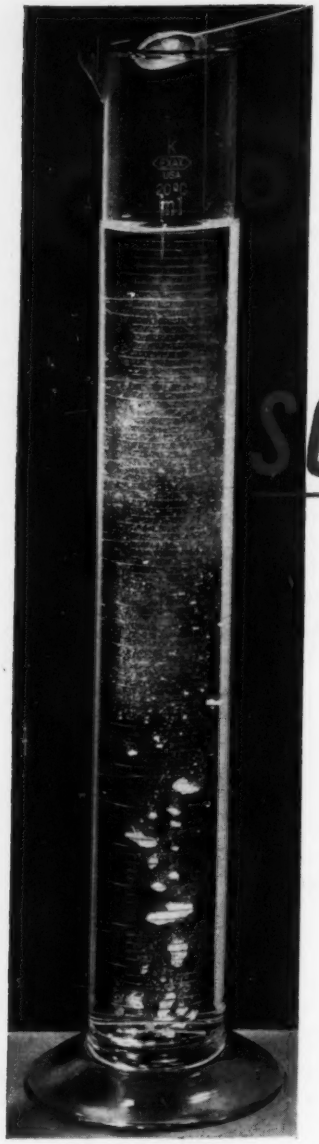
An apparently acceptable emulsion may have a very limited shelf life. It may look right for a few weeks, then gradually solidify and in a few months present the consistency of a soft, solid paste. This is apt to happen to preparations which comprise solid fats and waxes. A careful check of the titer and hardness of the fat or wax is indicated, but it should be remembered that an excessive amount of emulsifier may produce similar symptoms.

To insure adequate shelf life, a number of smaller batches should be made up, each containing the ingredients in different proportions. These test batches should be set aside for a few months and then inspected and judged for their shelf life properties.

Emulsions constitute an important group of chemical specialties. Empiricism helps in their formulation, but for consistently satisfactory results careful chemical control must be added.

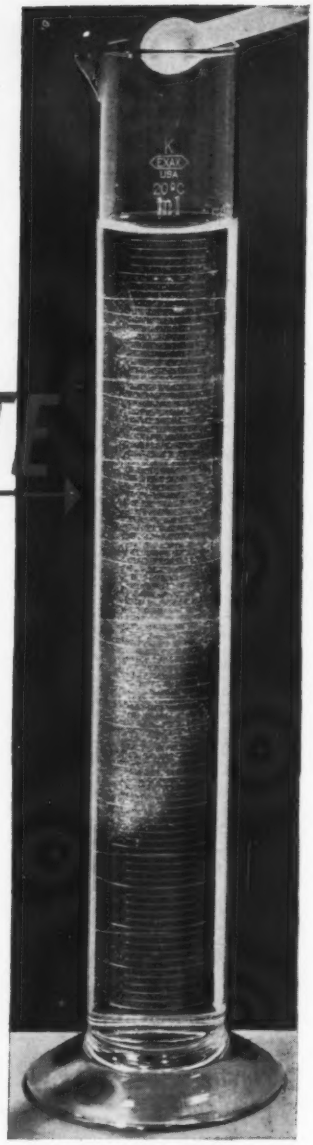
Constant Temp. Room

A NEW line of constant temperature rooms, ranging from a two feet deep reach-in type to an eight-feet deep walk-in, was announced recently by Labline, Inc., Chicago. These units have a temperature range of 40°F. to 140°F., and are available in four depths. They include aluminum shelves, circulating blowers, dual adjustable



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In your processes you may never be able to see the exceptional rapid solubility of WESTVACO Light Soda Ash as clearly as the camera sees this controlled demonstration. But if you were to examine the needle-like crystalline structure of this unique product, you would see why it has such an excellent rate of solution.

Nature deposited millions of tons of unbelievably pure trona (sodium sesquicarbonate) beneath Westvaco, Wyoming. We refine this unique raw material into Westvaco Soda Ash—which equals or exceeds soda ash made by the traditional synthetic process in both chemical analysis and physical properties.

Users of Soda Ash from the Mississippi Valley to the Pacific benefit markedly by this nearby source of high quality Light and Dense Ash. If you are located in our economic shipping area, we'll be glad to furnish analyses, working samples and prices on the grade you can best use.

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thermostats, "Thermo-Pane" windows, fluorescent lights and safety locks. All are wired, heavily insulated and have aluminum walls.

Small sizes are shipped assembled, while larger sizes come knocked down. Bulletins are available from Labline.

New Blend-Mix Units

DETAILED information regarding "Uni-Blenders" is supplied in technical bulletins CP-310 and LF-110, published recently by Paulsen Co., Los Angeles 36. The firm's Dual-Type mixer blends and packages powdered materials, powders raw materials requiring reduction of particle size and compounds them, and compounds finished products which require impregnation by liquids. The standard-type unit mixes and blends powders. In addition the firm makes "Uni-Blender" liquid formulating plants, which liquify, blend, and inject liquid products for spraying purposes.

Unfreezing Lubricant

FREEZING of bushings and bearings due to rust is remedied by the use of "Kroil", a product handled by Kano Laboratories, Inc., Nashville 11, Tenn. This lubricant is said to creep into bearings which have but a millionth of an inch of clearance, to dissolve the rust, and then to lubricate.

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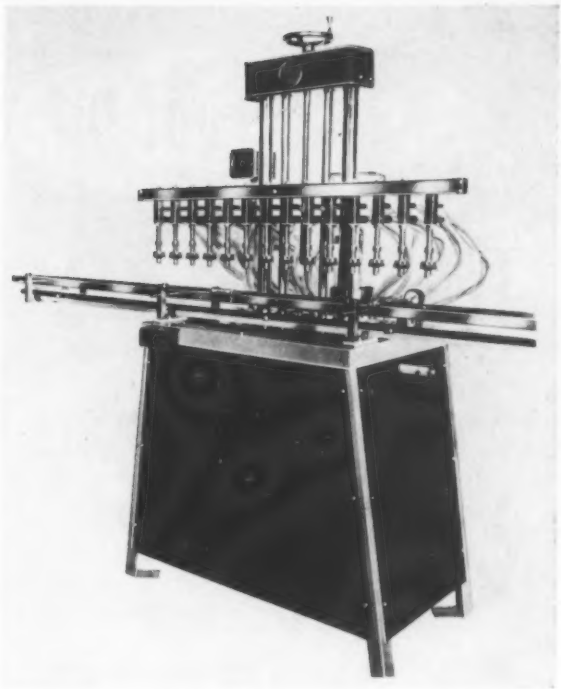
Packer Improves Filler

An improved model "PVN" pneumatic vacuum filler was announced recently by Packer Machinery Corp., New York. Although featuring an automatic filling cycle, the unit can be converted to manual operation in case of any mechanical failure. The model is available in six to 14 spouts and handles containers up to one gallon.

—— ★ ——

New Low Temp. Dryer

A new high-speed continuous low-temperature dryer was introduced recently by Surface Combustion Corp., Toledo, O. The unit is especially suitable for processing of soap and other temperature-sensitive materials, because the low relative humidity required for drying is obtained by chemical dehumidification of the air rather than by raising of the air temperature. The new dryer consists essentially of "Kathabar" dehumidification equipment (which dries the air), an air distribution system, and conveying equipment to handle the raw material. Economy in floor space and labor and uniformity of end results are claimed for this unit which is available in standard sizes ranging from 100 pounds per hour to 2,000 pounds per hour.



New Packer Machinery Corp., New York, improved model PVN pneumatic vacuum filler. Although featuring an automatic filling cycle, the unit can be converted to manual operation.

—— ★ ——

"Etho"-Compounds Booklet

"Ethofats", "Ethomids", and "Ethomeens" are described in a 21-page illustrated publication announced recently by Armour Chemical Division of Armour and Co., Chicago. These fat derived non-ionic and cationic surface active agents serve as detergents, wetting agents, dispersants, and suspending agents. Chemical properties of these compounds are listed and a guide for selection of suitable emulsifiers is supplied in the form of emulsification tables. Specific applications of "Etho"-emulsifiers in the field of chemical specialties are shown and actual formulas are given for insecticides, herbicides, wax and mineral oil emulsions, waterless hand cleaners, silicone polishes, etc.

Soap Germicide

(*From Page* 47)

Ambye, A. G. Bennett, J. Curry, Mildred Muniz, H. Peper and D. Restuccia.

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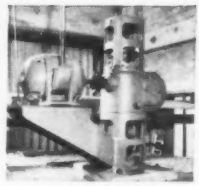
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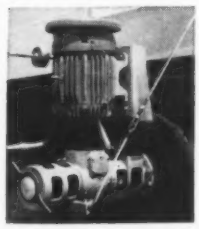
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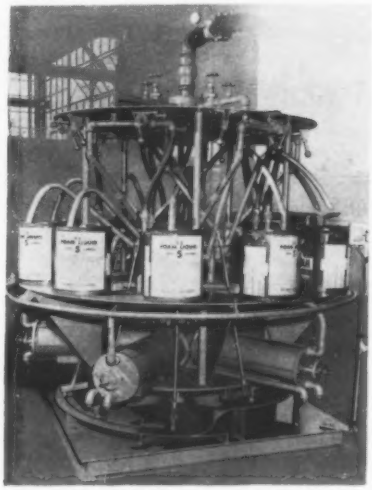
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In Canada: William & J. G. Greey, Ltd., 100 Miranda Ave., Toronto 10, Ont.

New Rotary Can Filler

A new rotary filler capable of handling 20 five-gallon cans per minute has been placed on the market by Drum Equipment Corp., Union, N. J. The rotary table drive carrying ten filling stations is powered by a ⅓ horsepower, 110 volt, 60 cycle motor. Each station is adjustable to five gallon volume plus or minus one pint. A supply line from the source of material enters the unit from the top; the liquid flows to a cylinder located beneath the revolving table and from there by positive displacement it is delivered to the cans. Only two men are required for operation of the unit, one to feed empties onto filling stations and one to remove and cap the filled cans. No lifting is involved. The machine requires a level area of 50 square feet, needs no lagging because there are no inherent vibrations to give it a tendency to creep.



New Rotary Drum Filler

—★—

New Agitator Pumps

A new line of pumping units for agitating and pumping liquids, with solids content such as pumice and other abrasives, which must be mixed or kept in suspension, was announced recently by Graymills Corp., Chicago. The units are said to be capable of handling high abrasive contents without binding or harmful wear because no bearings, seals, or packings are below liquid level. Container sizes range from two to 40 gallons. While standard units come in round containers other shapes are available. Pump and motor units without container are also supplied. A catalog describing the full line of agitator type pumps may be obtained from Graymills.

—★—

Hooker Plant on Stream

Hooker Electrochemical Co., Niagara Falls, N.Y., has started operation of its new $12,000,000 caustic soda plant at Montague, Mich., it was announced recently by R. Lindley Murray, president. The plant supplies 50 percent and 73 percent liquid caustic soda and liquid chlorine in tank cars and by barge direct to customers and to the firm's storage facilities at Lake River Terminal near Chicago.

—★—

Drum Coating Symposium

Discussion of exterior and interior phosphate coatings and other means of inhibiting contamination and corrosion of steel shipping containers will be the main topic of a symposium organized by the Steel Shipping Container Institute, Inc., New York. The meeting will be held April 29 at the Battelle Memorial Institute, Columbus, O.

Package Awards

(*From Page* 43)

mirable example of what can be done and at a reasonable cost. Sales figures have proved that it has feminine appeal."

In the "Display Container" class judges gave merit awards to a "Lifebuoy" shaving display of Lever Brothers Co., New York, and to a "Drene" shampoo display of Procter & Gamble Co., Cincinnati.

Robertson Paper Box Co. made the "Lifebuoy" display. Judges commented: "The use of vivid eye-catching colors insures that this excellent display unit will command attention at point-of-sale and will retain prominence even if displayed on a crowded counter. Not designed for a glamorous product, this display does a 'work-horse' job and does it well. The display unit is built around the individual cartons contained therein."



New Graymills agitator pump

The "Drene" shampoo display was made by Richardson Taylor-Globe Corp. It was designed, the judges stated, to introduce P & G's three new types of shampoo. Construction features include die-cut bottle holders and step-up partitions with 3-color printing and varnish and vigorous lettering of trade name.

Announcement of the winners in this folding carton competition was made during the Chicago convention of the Folding Paper Box Association, March 22-25. Interest in the contest has steadily grown since its inception nine years ago. This year's 6,288 entries in the various categories surpassed all previous records and exceeded last year's entries by 37.2 percent.

Award of Merit went to the new package for "All"



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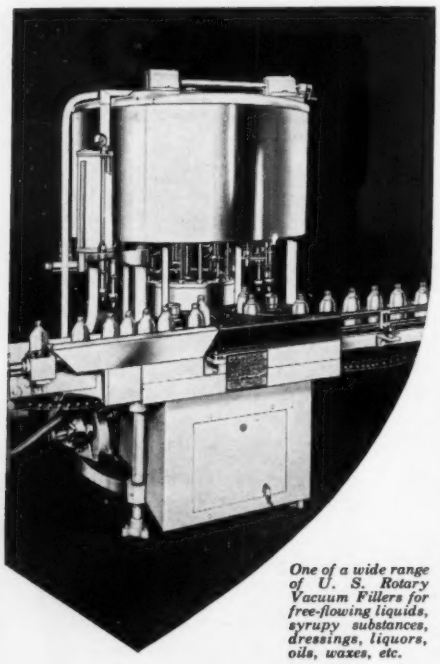
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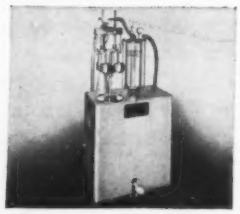
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For quotations, state nature of product, containers used and production line capacity. "Rotary Filler Bulletin" describing basic mechanisms mailed upon request.



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NEW Patents

The information below is furnished by patent law offices of

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The data listed below is only a brief review of recently issued pertinent patents obtained by various U. S. Patent Office registered attorneys for manufacturers and/or inventors. Complete copies may be obtained direct from Lancaster, Allwine & Rommel by sending 50c for each copy desired. $1.00 for Canada. They will be pleased to give you free preliminary patent advice.

No. 2,669,546. Detergents Containing Imidazoline Lactates, patented by Hyman W. Zussman and Robert L. Bernstein, Providence, R. I., assignors to Alrose Chemical Co., Cranston, R. I., a corporation of Rhode Island. The patent covers a surface active compound which is the lactate salt of the imidazoline substituted in the 2-position by an alkyl group of seventeen carbon atoms, but whose 4 and 5 positions are unsubstituted.

A surface active composition is also described which comprises the lactate salt of an imidazoline which is substituted in the 2-position by an alkyl group of seventeen carbon atoms and is substituted in the 1-position by the hydroxyethyl group, but whose 4 and 5 positions are unsubstituted, and a polyhydric alcohol ester of a higher fatty acid. This last mentioned component is present in an amount sufficient to liquify the former and render it miscible with the chosen liquid selected from the group consisting of hydrocarbons and polychlorinated hydrocarbons.

No. 2,668,127. Method of Moth Proofing Woolen Goods, patented by Erik Birger Eriksson, Norrkoping, Sweden. The patent covers a method of moth proofing woolen goods containing acid residues deposited in said goods during the manufacture thereof. This method comprises treating the woolen goods in a water solution containing an alkaline neutralizing agent in an amount in excess of that required to neutralize all of said acid residues in the woolen goods, rinsing the woolen goods in water to remove the neutralized acid residues, immersing the wool in a water solution containing a water-soluble silico fluoride in an amount corresponding to at least about 1% by weight of the goods, and drying the woolen goods. Thereby said fluoride becomes firmly fixed to the fibers of said woolen goods and is resistant to displacement therefrom upon repeated washing.

No. 2,670,362. Method of Refining Vegetable Oils in Miscella, patented by John A. Ziegler, Toronto, Ontario, Canada, assignor to Canadian Breweries Limited, Toronto, Ontario, Canada, a corporation of Ontario. A process for refining vegetable oils in hexane is described. This method of providing a refined vegetable oil containing bleached neutral phosphatides, comprises: decolorizing the vegetable oil while in hexane, then mixing the decolorized oil while in hexane, with an alkali refining agent containing only sufficient sodium hydroxide to neutralize the free fatty acids thereof but providing retention of the phosphatides in the oil; and separating out the neutralized free fatty acids into soaps with a brine while neutralizing said free fatty acids.

No. 2,668,140. Preparation of Paraffin Waxes, patented by Karekin G. Arabian, Houston, Tex., assignor to Shell Development Co., San Francisco, Calif., a corporation of Delaware.

The patent discloses the method of producing a hard, high melting, hydrocarbon wax product and a plastic, high melting, paraffin wax product from a deasphaltized and selective solvent extracted paraffinic-naphthenic short residue crude wax. This comprises dissolving the crude wax in a dewaxing solvent at an elevated temperature, cooling the solution and separating the resulting solid wax from the remaining solution at a temperature of about 40° to 60° F., thereby recovering a high melting, microcrystalline hydrocarbon wax, dissolving the microcrystalline wax in a dewaxing solvent at an elevated temperature, cooling the solution and separating the resulting solid wax from the remaining solution at a temperature at least as high as 100° F., thereby recovering a high melting, hard, hydrocarbon wax product, and recovering the remaining wax components from the solvent of the separated solution, as a relatively high melting, plastic hydrocarbon wax.

In addition the patent covers a high melting, plastic, hydrocarbon wax product having a melting point of about 140° to about 145° F. and comprising predominantly a mixture of isoparaffinic and naphthenic hydrocarbons having melting points substantially coextensive with the range of from about 117° F. to about 160° F. and containing only a minor proportion, not over about 5% of normal paraffins.

No. 2,668,103. Disulfides as Synergists for 2,4-D, patented by Lyle D. Goodhue, Bartlesville, Okla., assignor to Phillips Petroleum Co., a corporation of Delaware. The patent covers a herbicidal composition of matter comprising a compound selected from the group consisting of 2,4-dichlorophenoxyacetic acid and its salts and esters and a compound selected from the group of compounds which can be represented by the general formula

R—S—S—R′

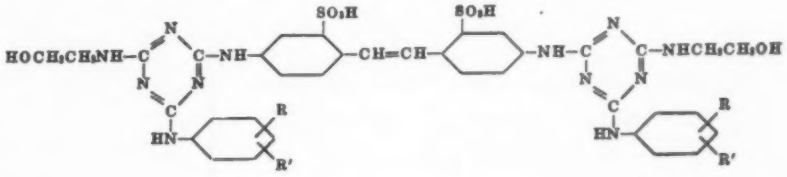
wherein R and R′ are selected from straight and branched-chain alkyl groups, each containing from eight to twelve carbon atoms, and can be different.

No. 2,668,810. Process for the Saponification of Polyvinyl Esters, patented by Eduard Bergmeister, Wolfgang Gruber, and Joseph Heckmaier, Burghausen, Upper Bavaria, Germany, assignors to Wacker-Chemie G. m. b. H., a corporation. A process is covered for saponifying polyvinyl

(*Turn to Page* 114)

No. 2,667,458. Whitening Agent, patented by Dennis Arthur William Adams and Robert Hugh Wilson, Blackley, Manchester, England, assignors to Imperial Chemical Industries Limited, a corporation of Great Britain. The patent covers new whitening agents selected from the group consisting of the free acids and salts of the sulphonic acids of the formula below, wherein R is a radical from the group consisting of hydrogen and methyl; and R′ is a radical from the group consisting of hydrogen, methyl, hydroxyl, methoxy, acetylamino, and benzolamino.

A textile washing composition is also covered, which comprises one part of the sodium salt of a whitening agent as claimed in claim 1 and about 500 to 3000 parts of a detergent selected from the group consisting of stearate soaps, cottonseed oil soaps and rosin soaps.





* Synergism ... cooperative action where the total effect is greater than the sum of the individual effects taken independently

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Organophosphorus Compounds

Products and PROCESSES

Mineral Water Soaps

Pharmaceutical properties are claimed for soaps dissolved or boiled with mineral waters. Therapeutically efficient amounts of halogens, sulfur, or radioactive compounds are said to be thus incorporated into the soaps. Approximately 100 percent mineral water calculated on the fat necessary for saponification is used. Austrian patent 177,218, Hans Malissa and Oskar Mayr-Schmoelzer.

— ★ —

Deodorizing Disinfectant

A composition claimed to be highly germicidal and at the same time an efficient so-called deodorizer, comprises aqueous formaldehyde and a solution or emulsion of cetyl trimethyl ammonium bromide. The quaternary ammonium compound may be incorporated in the form of an aqueous solution or as an emulsion containing a perfume such as a terpineol-dipentene mixture. Suitable mild alkalies such as borax or sodium orthophosphate may be added. The product is applied in a suitably diluted form; the diluent may be water. British patent 700,115, E. Jones, Frodsham, Cheshire, England.

— ★ —

Homogeneous Potash Soap

Potassium soap remains homogeneous even in the face of temperature fluctuations of 40° to 20°C if no alkali hydroxides or carbonates are present. Consistency of such soaps is softened by the presence of glycerine esters or aliphatic polyglycerine esters which contain one or several non-esterified hydroxyl groups. These esters may be added to the soap or may be formed in the soap if the latter is heated with a less than equivalent amount of KOH to just below boiling point and kept there for several hours. An example is given, expressed in kilograms: five soybean oil fatty acids, 10 palm oil fatty acids, and 23 coconut oil are saponified with 17.5 KOH (50°Be) after one Na_2SO_4, 37 water, and 2.5 sodium sulfonate have been added. After saponification has taken place three kilograms of a partly esterified glycerine-fatty acid ester are added. Dutch patent 61,132, through *Seifen-Oele-Fette-Wachse*, 1954, No. 4, page 79.

— ★ —

New Soap Dispenser Pack

A new type of apparatus for dispensing paste, jelly-like, and liquid substances such as soap and other detergents is the subject of a recently granted British patent. The receptacle holding the substance to be dispensed is a renewable or discardable container in which the substance is normally marketed. British patent 700,200, H. W. Spencer Churchill, etc., London.

— ★ —

Bleach-Detergent Powder

To obtain a preparation combining bleaching with detergent action equal parts of sodium hypochlorite (18 percent Cl) and sodium bicarbonate are mixed, dried and reduced to a fine powder. Italian patent 469 458, Memore Montacchini, through *Chem. Abstracts*, volume 48, page 392.

— ★ —

Soap Powder Combustion

Spontaneous combustion of soap powder can occur, especially if the material is stored in bulk. Every discoloration of soap powder should be considered a danger signal, because it is the result of chemical deterioration, which can take place only as an exothermic process. The presence of unsaturated fat in the soap may be the cause of spontaneous charring or combustion. Such substances are readily oxidized and release a considerable amount of heat in the process. Small amounts of zinc oxide are said to favor self-ignition. Storage in jute bags is blamed by others, who believe that jute absorbs so much water from the air that this leads to exothermic reactions. The causes leading to spontaneous ignition of soap powder are so far not satisfactorily explained. *Fachdrogerie*, August 1953, page 13.

— ★ —

Screening Repellents

A method of screening compounds as insect repellents with guinea pigs as the test animals yields approximately the same repellency values as those obtained from human arm tests. L. A. O. Roadhouse and George F. Wright. *Mosquito News* 13, 116-23, 1953.

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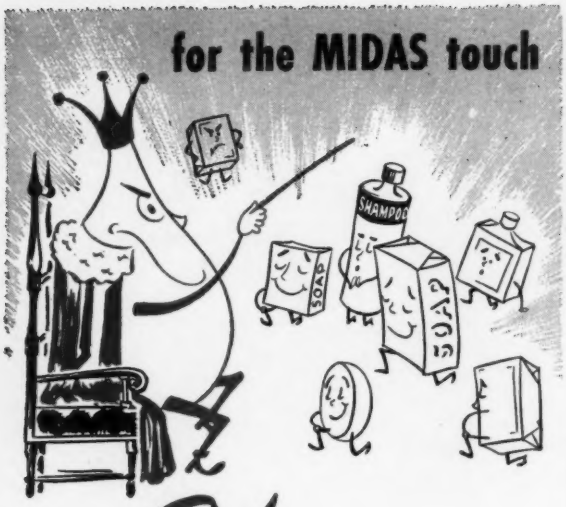
Enter Aerosol Filling

Armstrong Laboratories, a subsidiary of the Armstrong Knitting Mills, West Roxbury, Boston, Mass., has entered the field of aerosol custom and contract filling for the trade. The firm goes into production April 20 on foam type products and plans to set up a line for cold filling of space type aerosol products in the near future. The new aerosol filling firm is being operated by two brothers, Robert W. Armstrong, Jr. and John C. Armstrong, and will be known as Armstrong Laboratories, Division of Armstrong Knitting Mills, 421 La Grange St., West Roxbury, Boston 32, Mass.

— ★ —

Pesticides Stocks Lower

Carryover of pesticides from 1953 is smaller than that of the previous year according to a report published recently by the U. S. Department of Agriculture, Washington, D. C. Reduced stocks of DDT and of some other chlorinated synthetic insecticides are chiefly responsible for this change, while stocks of benzene hexachloride are about 35 percent larger than a year ago. Prices quoted for DDT and BHC average more than one-fifth higher than last fall. However, some manufacturers now pay part of the shipping costs which offsets some of the increase in price. In addition to a more normal level of stocks, increased foreign demand for pesticides, particularly DDT, has raised prices.



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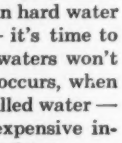
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SOAP PLANT Observer

By John W. McCutcheon

THE gradual increases in the price of tallow and grease over the past few months, bringing top grades of tallow into the eight cent class, may have been a source of satisfaction to the renderers and brokers. Perhaps even a few soapers are elated, too, since a rising tallow market traditionally has had a strengthening effect on soap prices. In the long run, however, such a result is bound to be negative for all concerned.

To say this is not to say that the present price of tallow is out of line. The present level of around eight cents is probably an accurate reflection of collection, processing and other costs, to say nothing of current supply and demand.

What is detrimental to the best interests of tallow producers and consumers would seem to us to be the degree and speed with which prices of tallow fluctuate. The price, for example, has risen recently within a few short months from five to eight cents a pound. This in the face of a general leveling off and, in some cases, lowering, in the prices of many commodities in which the chemical and allied industries deal.

No doubt the talk of the use of tallow and grease in livestock and poultry feeds, to say nothing of the export picture, have had a definitely bearish effect on prices. While tremendous quantities of tallow and grease may eventually find their way into the relatively new field of animal feed supplements, figures bandied around at present seem overly optimistic to this writer. Whether or not present consumption of tallow and grease in animal feeds is as large as estimates now being heard indicate is a moot point. It will not be settled until the Bureau of the Census of the U. S. Department of Commerce begins to include this use in their fats and oils reports. As one soaper put it recently, the Department of Commerce seems to be "dragging its feet" on this matter. This probably stems from the fact that the Department is still feeling the effects of the economy wave of the present administration and is waiting to set up a new budget to include the cost of collecting additional statistics.



Fluctuation in the price of tallow may actually be killing the chances of this commodity becoming a really strong chemical raw material. To process fats to derivatives requires a fairly high capital expenditure which cannot be risked on a product which overnight may price itself out of the market. Petrochemical raw materials for detergent use have shown a steadiness in pricing which has been of immeasurable value in consolidating their position in the industry.

With one minor exception over the past ten years, the price of detergents has continued down. Fat use in detergents, excluding soap, remained fairly constant in tonnage up to 1950, although on a percentage basis it has shown a decrease. However, with a steady price of about five cents an upward trend in the use of fats and particularly tallow as a detergent base material was noted over the last three years.

One major producer of synthetics started a program to replace a petro chemical with a tallow derivative, but that ambitious program seems to have been washed out with the tallow price rise to eight cents.

In spite of the recent adverse factor of price rise, however, and assuming that the rise has levelled off, it is believed here that fat consumption in detergents will rise to 200 million pounds per year within the next few years. This problem of fluctuating fat prices has been discussed many times before in and out of this column but no tangible solution has been suggested. One approach that may prove helpful to the small manufacturer is the setting up of a market research group to study and report on the situation regularly. There are research organizations that are glad to take over this job on a fee basis.

Secondly, economic studies of the price relationship between tallow and substitutes may be set up so that a switch from one type of raw material to another is possible. This may mean considerable study and planning.

Thirdly, in planning your expansion program in the fat field, make it as flexible as possible in regard to substituting raw materials. Be conservative on equipment size and pessimistic on raw material availability. Keep in mind the possibility that price conditions may shift to a point where the equipment may have to remain in a stand-by condition.

Flexibility of operations both in regard to the use of different types of fats and oils and as well as non-fat based materials should be kept in mind. The above procedure, if widely practised would probably have a very great steadying effect on the market.

* * *

SEQUESTERING agents are gradually gaining in commercial importance in the chemical industry. In the detergents field, however, their volume of use may become static. The price of these



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compounds may limit their use with solid soaps, except in the case of special purpose soaps. Sequestering agents have proved to be efficient in various fields where trace elements cause precipitation hazards such as in liquid soaps, textile dyeing, 2,4-D weed killers, etc. Another new use of sequestrants has been found in agriculture, where they are solubilizing agents for trace elements for plant digestion. Companies active in the field of sequestering agents include the following: Alrose Chemical Co., Providence, R. I.; Bersworth Chemical Co., Framingham, Mass.; General Dyestuff Corp., New York; Refined Products Corp., Lyndhurst, N. J.; and Warwick Chemical Co., Long Island City, N. Y.

* * *

IN an up-state New England restaurant, recently a sanitary supply salesman was overheard complaining that all one had to do to foul up a sale was to call the head office for some technical help.

"Keep those chemists away from me," was his comment.

The writer played possum on that one, and for a very good reason. He felt that there may be some truth in the statement. There is a tendency on the part of the salesman to build up a rosy picture of his product. The chemist, on the other hand, often can't see much difference between his company's product and Joe Doak's. He tends to analyze situations in a cold scientific light which kills enthusiasm.

The following procedure may be helpful for young chemists on their first official trouble shooting tour with a salesman. First, use a scientific approach to get all the facts. Think them over carefully. Technical men have no idea how their every word is taken for gospel. Chemists in general, have a tendency to pop-off prematurely. Watch it! When you think you have a solution, take your sales friend out to lunch and tell him all about it. This procedure is guaranteed to keep you on the road. A technical man who can give technical aid and still help sales is a rare find.

Committee D-12 Meets

THE annual meeting of Committee D-12, Soaps and Other Detergents of the American Society for Testing Materials was held March 22 and 23 at the Park Sheraton Hotel, New York. The various subcommittees reported on progress and outlined future programs.

Subcommittee T-1, Soap Analysis, chairman E. W. Blank, Colgate-Palmolive Co., Jersey City, N. J., reported that the colorimetric method for determination of copper sulfate in soap has been tentatively accepted. A method for determination of sodium chloride is being sought, because the currently applied electrolytic procedure yields poor results. A volumetric test for P_2O_5 is being sought and a method for determination of CMC and of rosin. An amendment was accepted to D 460-46, section 34(a), changing the required number of washes of fatty acids from three to eight to 10 times.

Subcommittee T-2, Analysis of Synthetic Detergents, chairman Rubin Bernstein, Philadelphia Navy Yard, has published its bibliographical abstracts of methods for analysis, which cover the period from 1929 to 1951 and include 96 methods. It is available as STP No. 150. The group is seeking methods for the quantitative determination of active ingredients of organic, unbuilt synthetic detergents. It is currently considering the anionic group of surface active agents. T-2 is also working on a method for qualitative identification of synthetics and for determination by infrared spectroscopy.

Subcommittee T-4, Analysis of Alkaline Detergents, chairman W. H. Koch, Niagara Operations, Mathieson Chemical Corp., Niagara Falls, N. Y., is seeking a method for determination of sodium tripolyphosphate. T-4 is also concerned with finding an analysis for sodium hexametaphosphate. A method of analysis for sodium bicarbonate was accepted as tentative in 1953.

Subcommittee T-5, Physical Testing, chairman Anthony M. Schwartz, Milton Harris Associates, Washington, D. C., will publish a tentative method this year for the measurement of pH of aqueous solutions of soaps and detergents, which is a revision of test 1172-51T. The committee's method for measurement of surface and interfacial tension of solutions of surface active agents, previously published as information, has been accepted as a tentative method. Work on testing for soil redeposition is being continued and it is hoped to publish a bibliography on this subject. Task groups are working on standardization of rewetting tests, on reflectance measurement, and on measurement of optical brighteners.

Subcommittee T-6, Analysis of Metal Cleaners, chairman J. C. Harris, Monsanto Chemical Co., Dayton, O., is currently seeking tests for automotive cleaners. This project is headed by Hans Kafarski, Ford Motor Co. T-6 will work on the establishment of tests for corrosive effects of detergents on aluminum and enamel surfaces, a matter of great interest to the manufacturers of washing machines. Members of T-6 have been engaged in the standarization of laboratory soils and it is hoped to publish a guide carrying this information and details on soil application and laboratory cleaning techniques. Fifteen cleanliness tests were presented in a compilation by Jay C. Harris.

Subcommittee T-7, Sampling and Interpretation of Data, was organized at this meeting and will be concerned with wetting tests and soil redeposition during the current year.

Subcommittee S-1, Specifications for Soaps, chairman F. Krassner, U. S. Naval Supply Activities, New York Naval Yard, was unable to advance to standard the milled toilet soap specification, as changed last year, because it contains an error regarding the required percentage of soap. The subcommittee

received various suggestions regarding the need for specifications for scrub soaps, milled synthetic bars, and mixed soap-synthetic detergent bars.

Subcommittee S-4, Alkaline Detergents, chairman William Stericker, Philadelphia Quartz Co., Philadelphia, corrected standard specification D 928-52 for sodium bicarbonate. Requirements for chemical composition now read: Na_2CO_3, maximum percent, 0.4; $NaHCO_3$, minimum percent, 99.6; matter insoluble in water, maximum percent, 0.1. A tentative change in specifications for soda ash (D-458-39) affects the density range of the light type.

Subcommittee G-1, Advisory, chairman J. C. Harris, is considering establishment of an award for special merit in the field of detergents. It is endeavoring to delineate, jurisdiction of different subcommittees in the field of soap-synthetic detergent mixtures.

Subcommittee G-2, Nomenclature and Definitions, chairman E. F. Jelinek, General Aniline & Film Corp., Easton, Pa., reported that objections had been raised in Britain against definition of *detergent* and against the term *alkaline detergent*. The first is going to stand, the second has been modified to *inorganic alkaline detergent*. Definitions for optical bleaches are to be proposed this year, and a question has been raised concerning the ambiguity of the initials CMC.

Officers reelected at the meeting were: J. C. Harris, chairman F. Krassner, vice-chairman and H. R. Suter, Wyandotte Chemicals Corp., Wyandotte, Mich., secretary.

A paper was presented by R.B. Diaz, H. Paitchel, and J. A. Woodhead, research and development department, Colgate - Palmolive Co., Jersey City, N.J., entitled "Need for a Standardized Procedure of Measuring Reflectance of Detergency Fabrics." The most popular method of interpreting detergent power is in terms of reflectance of the washed cloth. This is measured on any suitable photometer, usually expressed as the percent reflectance to that of a freshly prepared surface of magnesium oxide. The paper pointed out some of the factors influencing the reflectance values, which can, on occasion, lead to erroneous results. Among the most important sources of discrepancies and errors are nonuniform fabric positioning, fluorescence, and faulty optical alignment. To overcome the first difficulty, a fixed orientation of the test fabric should be prescribed. Florescence caused by the presence of optical brighteners can be almost eliminated by the presence of a green filter in a position where it can absorb the ultra-violet component of the light. Faulty alignment can be eliminated by appropriate checking of the system before use. The greatest source of variation between readings is cloth background. Use of a black background is recommended in preference to additional cloth as backing or a white background. The argument in favor of a standard procedure for reading the reflectance of detergency test fabrics was amply supported by tables and graphs.

"Silicates as Corrosion Inhibitors in Synthetic Detergent Mixtures" was the subject of a paper presented by William Stericker, Raymond Getty, and Newton W. McCready, Philadelphia Quartz Co., Philadelphia. The corrosive effects of synthetic detergent mixtures on a number of metals, enamels and glazes can be inhibited by the presence of soluble silicates. A method for determining the degree of corrosion was developed which used the detergent solutions under conditions very similar to those in machines for washing clothes and dishes. The materials tested included commercial alkyl aryl sulfonates, tetrasodium pyrophosphate, sodium tripolyphosphate and various sodium silicates. Mixtures of alkyl aryl sulfonate with the phosphates attacked aluminum severely in two hours at 140° F. This attack could be prevented by the addition of small amounts of most of the silicates. Zinc is more severely attacked, and considerable amounts of silicates are necessary to give a marked reduction in corrosion. The silicates prevented the staining of German silver and to some extent that of brass. The method of testing was somewhat modified for porcelain enamels. Properly chosen enamels were very resistant to the action of detergent solutions, but experimental enamels were more or less severely attacked unless silicates were present. The concentrations used in these tests varied between 0.06% and 0.6% at a temperature of 140° F.

Turbidimetric and viscometric measurements on aqueous solutions of a nonionic detergent were the subject of a presentation by Lawrence M. Kushner and Willard D. Hubbard, Surface Chemistry Section, National Bureau of Standards, Washington, D. C. The turbidities and viscosities of a number of dilute solutions of "Triton X-100" (an ethylene oxide condensate

(*Turn to Page* 197)

New Patents

(*From Page* 107)

esters finely divided in water which comprises heating same in the presence of a member selected from the group consisting of hydrochloric and sulfuric acids and 0.1-5% of a member selected from the group consisting of perchloric acid and a water-soluble neutral salt thereof.

No. 2,669,585. Manufacture of Chloral, patented by Lloyd R. Coster, Pine Bluff, Ark., assignor to Food Machinery & Chemical Corp., San Jose, Calif. The patent describes a batch method of preparing chloral-hydrate of a purity such that it may be used directly in the manufacture of DDT. The process comprises adding chlorine gas in the absence of a chlorination catalyst to a starting composition consisting solely of ethyl alcohol in the range 95% to absolute alcohol until the specific gravity of the batch is at least 1.44. Thereafter it calls for adding about 0.50 mole of water per mole of starting ethanol and chlorinating at a temperature higher than that in the first stage until a specific gravity of 1.54 in the batch is reached, then adding about 0.25 mole of water per mole of starting ethanol and chlorinating at a temperature higher than in the second stage and completing the chlorination when the specific gravity of the batch is 1.620 to 1.635 and the temperature 85° C. to 90° C. and withdrawing the chloral-hydrate so formed for use directly in the manufacture of DDT.

Sanitary Chemicals Section

CSMA midyear meeting . . .

THE 40th annual mid-year meeting of the Chemical Specialties Manufacturers Association will be held May 24th and 25th at the Netherlands Plaza Hotel, Cincinnati. Representatives from the field of household and industrial insecticides, aerosols, deodorants, disinfectants, polishes, floor products, automotive, soap and detergent specialties and kindred products from all parts of the country will attend.

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H. W. HAMILTON, *Secretary*

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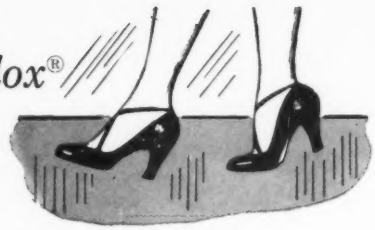
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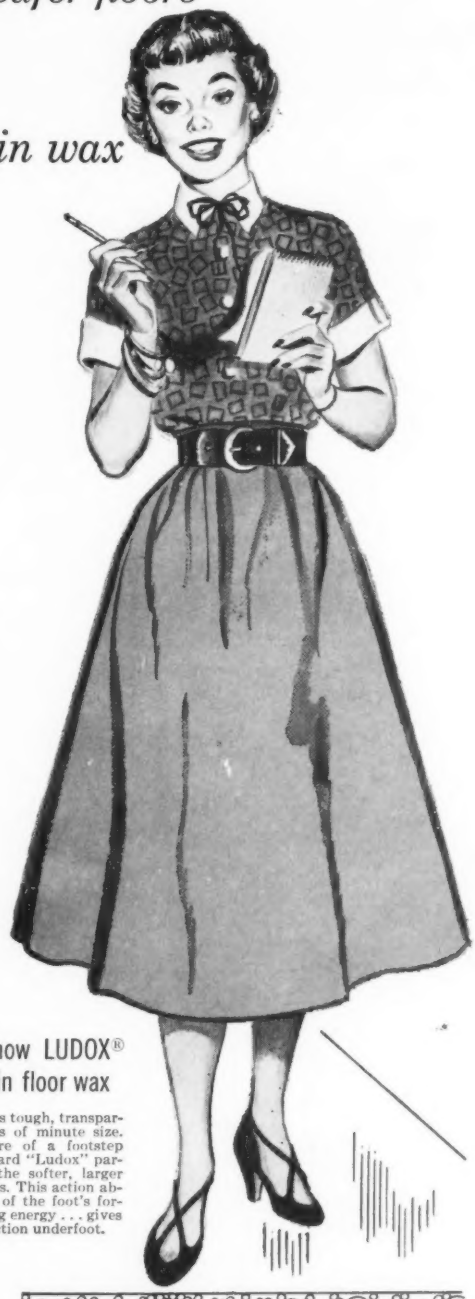
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LINDANE — Same recommendations as for Chlordane.

PENTACHLOROPHENOL — Neutralizer 202 MM&R is effective for oil solutions. For aqueous solutions use W.S. Neutralizer 202-41.

PYRETHRUM — See recommendations for DDT.

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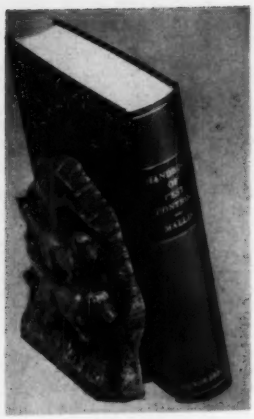
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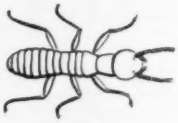
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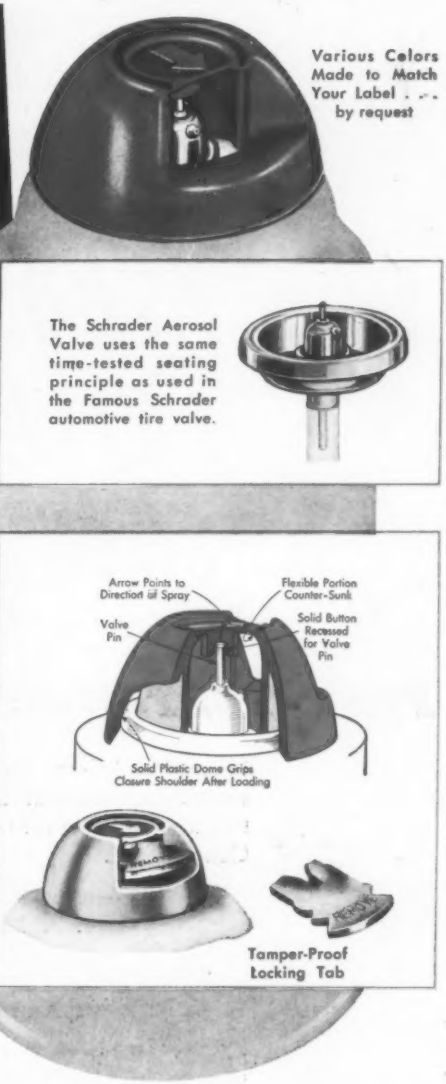
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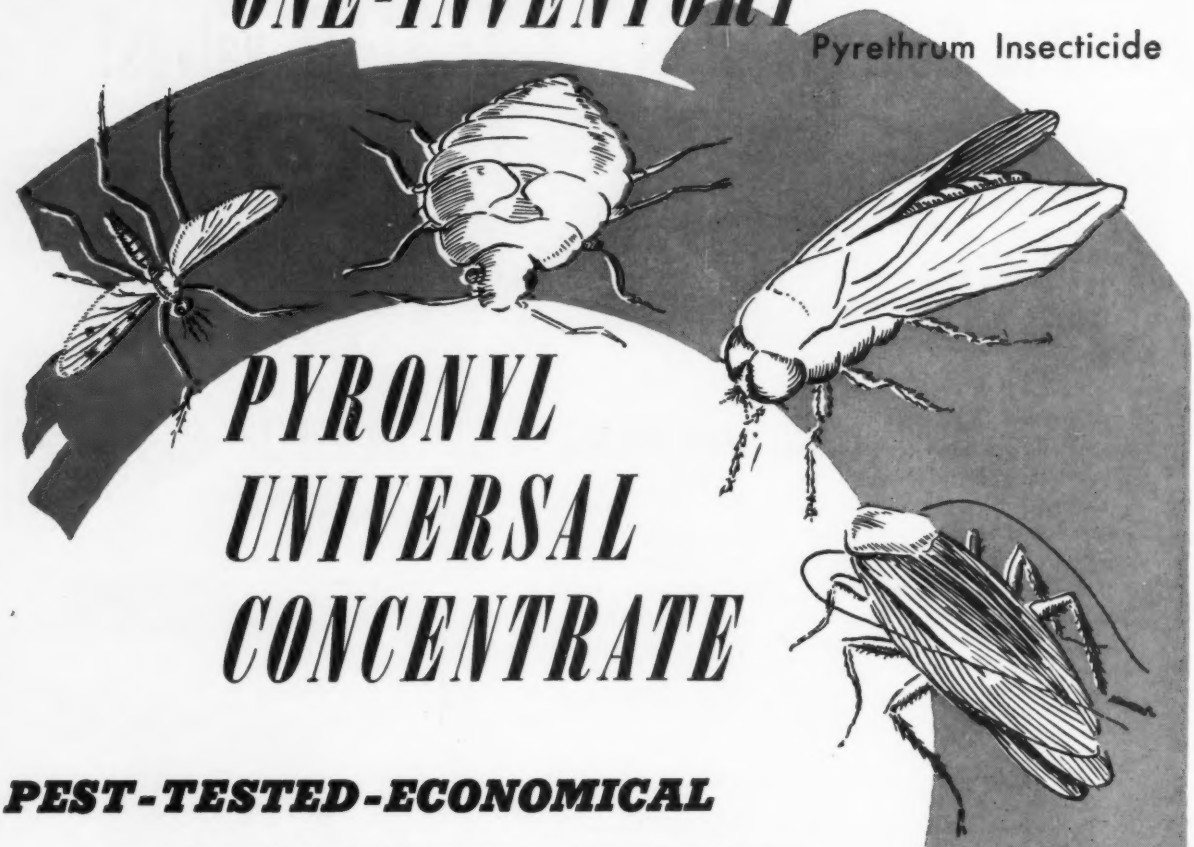
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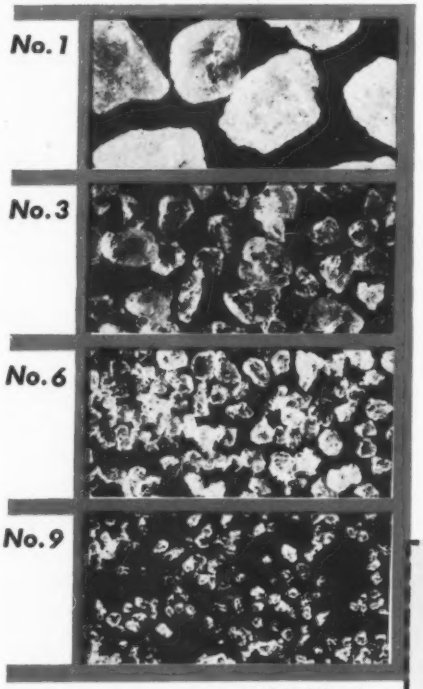
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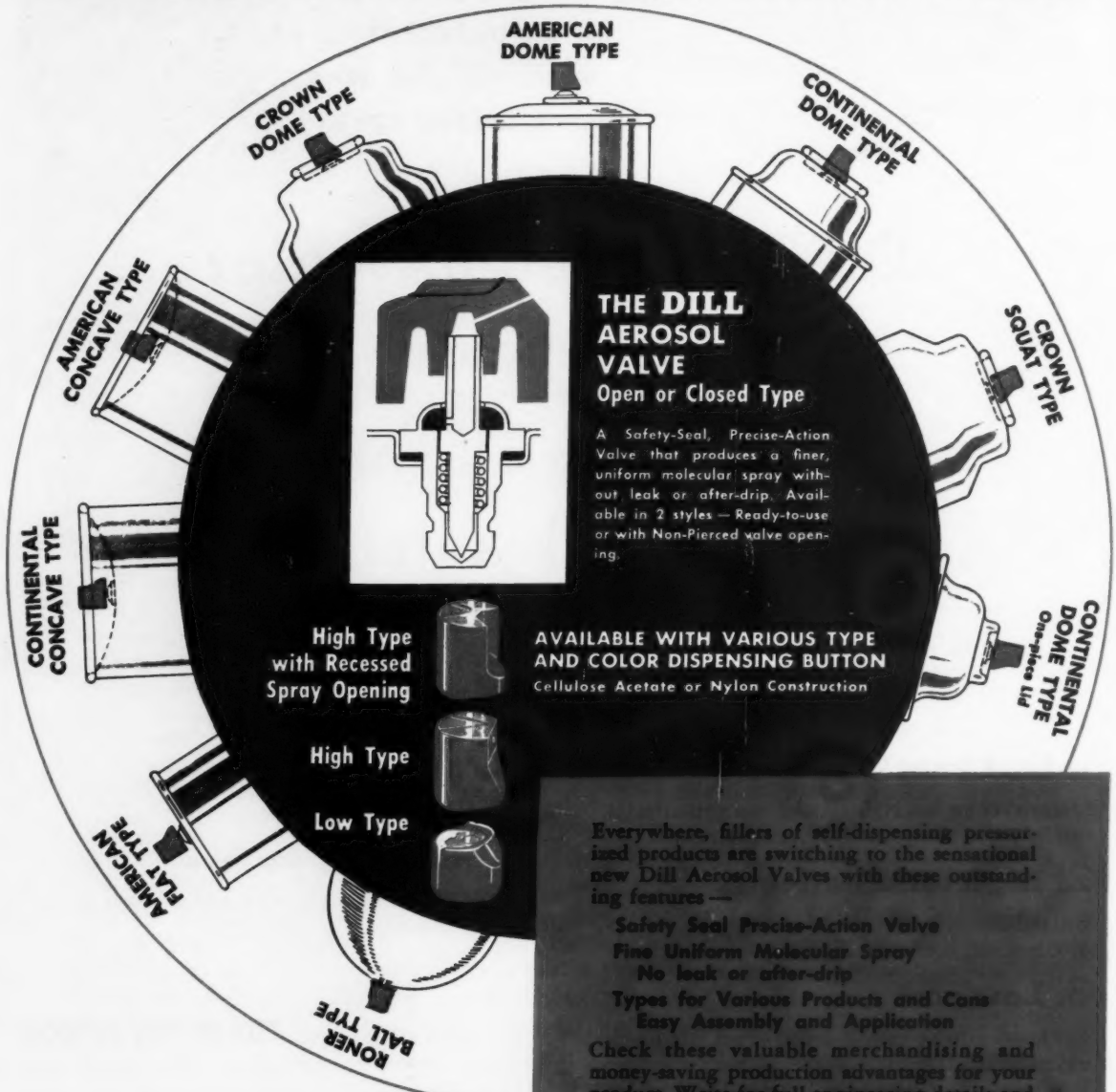
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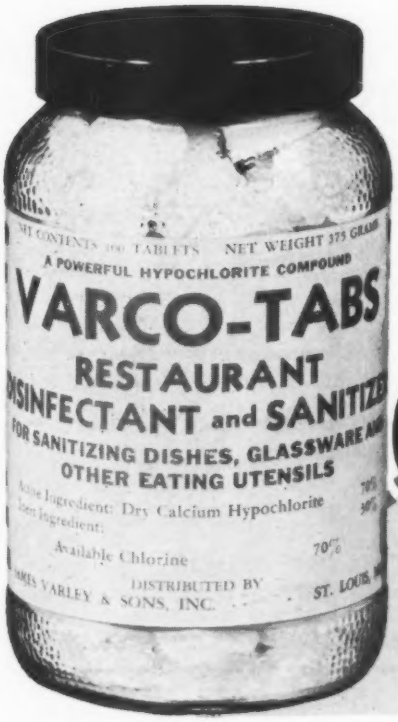
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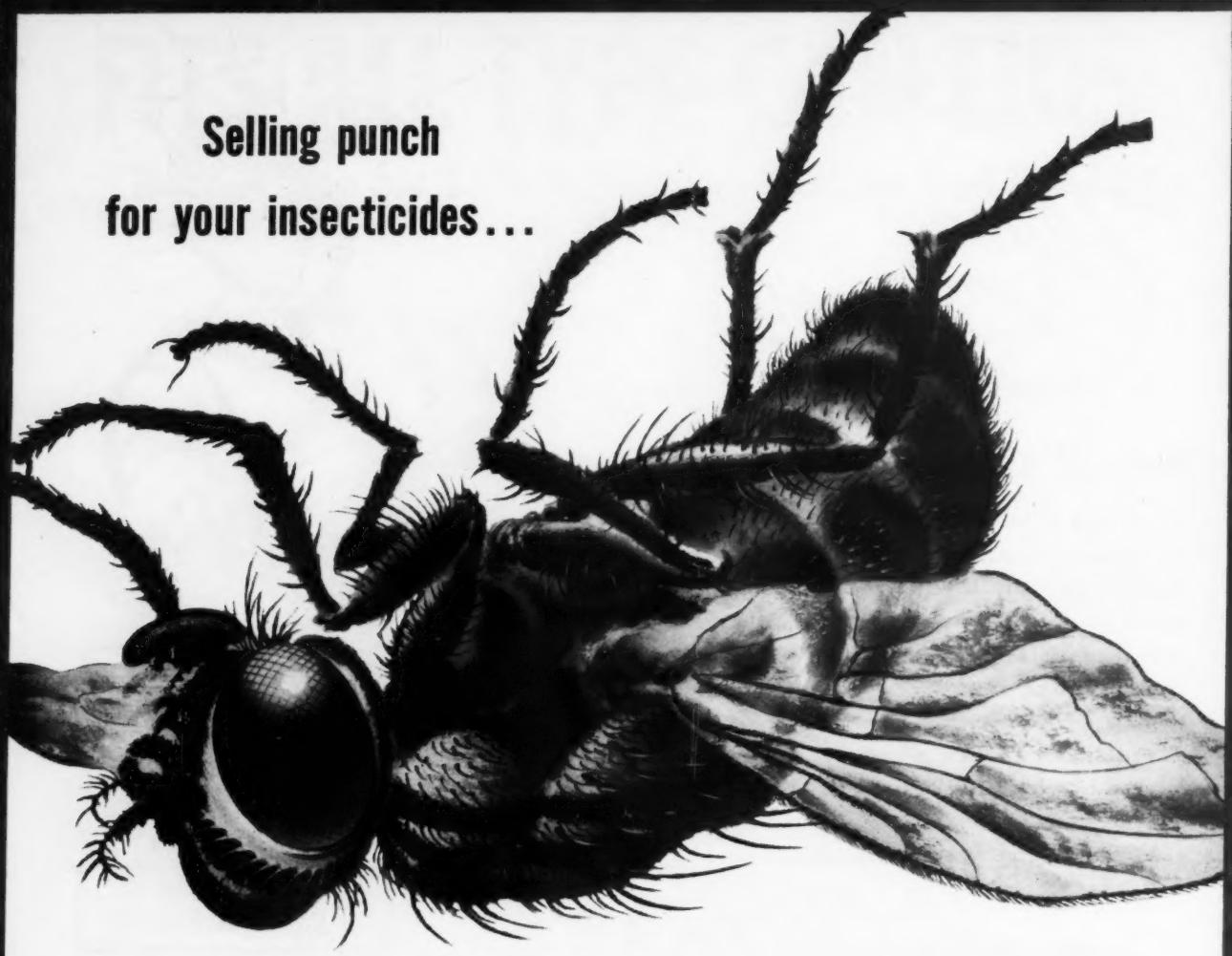
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Insecticide Spray Deposits

How much insecticide remains on a wall surface after application of the spray from an atomizing nozzle? Some basic factors influencing spray are studied.

By A. H. Yeomans and E. R. Van Leeuwen

U.S.D.A., Agric. Res. Administration,
Bureau of Entomology and Plant Quarantine

AN insecticide is usually deposited on a wall surface by spraying it in a liquid under pressure from an atomizing nozzle. Anyone who has applied such a spray has observed that much of it floats off into space. When highly concentrated solutions of toxic insecticides are used, this spray drift, of course, creates a health hazard. The question then arises as to how much of the spray can be made to deposit and what happens to the portion that does not deposit.

During the last two years we have studied some of the basic factors influencing the deposit of spray particles. These studies have shown that liquid issuing from a nozzle orifice quickly generates an air stream, which moves with the liquid particles and helps them to travel greater distances. The same air stream, when deflected by a wall surface, must be penetrated by the spray particles before they can deposit. Particles must be large and move with sufficient velocity to penetrate this deflected air; otherwise they are carried with the air like cigarette smoke flowing around one's hand. The studies have also demonstrated that the velocity of the particles decreases with their distance from the nozzle, that the volume of air flow generated by the particles depends on their surface area, and that the velocity of the air flow tends to assume that of the particles.

Particle size has also been found to be an important factor. Sprays of large average particle size will splatter if the nozzle is held too close to the surface being sprayed, or the larger particles will fall to the floor if the nozzle is held too far from the surface. It is not possible to produce sprays with particles of all the same size, and in these coarse sprays there are many small particles that do not have sufficient momentum to deposit, and which drift off into the surrounding air. Sprays with smaller average particle size require increasingly less distance between the nozzle and the surface, and have an increasingly larger proportion of nondepositing particles as the average size becomes smaller.

Sufficient data are not yet available for determining exactly the influence of these various factors on deposition. For that reason it is necessary to test each nozzle and plot its deposition efficiency.

Test procedure: All tests were made in a 2000-cubic-foot room at 75° F. The air was saturated by spraying before each test to prevent loss of spray by evaporation.

To test a nozzle we first determine the particle size by collecting a sample of the spray on a coated microscope slide and then determine the size of the collected particles by measuring them with a calibrated eyepiece in a microscope. Allowance is made for the spread or flattening of the particle on the slide, as described by Yeomans (ET-267).*

We then determine the amount of deposit by applying a known quantity of spray against a metal wall surface and collecting the entire amount of runoff. There will be a natural runoff if the spray is applied to an already wet surface; otherwise it can be collected by use of a squeegee. We then compare the runoff with the amount sprayed and compute the percent deposited.

For our studies we have been using a piece of galvanized sheetmetal 12 feet long at the top and five feet wide at each end, with the lower edge tapering down to a width of 6½ feet at the center. At the lower edge of the sheet is a recessed trough, the ends of which are three feet off the floor and the center 1½ feet. At the lowest point the trough empties into a copper tube leading to a collector bottle. The trough is entirely behind the main spraying surface, so that it will not collect any spray except by runoff. The spraying surface is bent back two inches above the trough, with a gradual smooth rounded bend so that the spray will not drip off sharp corners. A trough one-half inch wide and one inch deep handles the volume of liquid re-

*Yeomans, A. H. Directions for determining particle size of aerosols and fine sprays. U. S. Bur. Ent. and Plant Quar. ET-267, 7 pp. 1949.

quired for most nozzle outputs. For the runoff at the bottom a copper tube one-half inch in diameter is satisfactory.

Our test sprayer consists of a liquid container and nozzle. A six-volt solenoid valve releases the liquid at the nozzle. A quick-coupler refrigeration charging hose connects the nozzle to our container — a stainless-steel aircraft oxygen tank five inches in diameter and 22 inches long. This tank is held vertically, with the liquid draining out at the bottom and a combination liquid-filler and air-pressure valve at the top. Air or carbon dioxide is then supplied to the top of the liquid in this tank at any desired pressure up to 400 pounds per square inch.

The nozzles are tested in a stationary position, since we have found that a stationary nozzle will give results comparable with those from a nozzle that is moved for hand spraying.

The surface characteristic can be changed by attaching cloth or paper to the metal surface and then wetting it down before the test spraying. Roughening the surface with a soft paper or cloth will increase the deposit by as much as 15 percent.

Results: Three typical performances have been selected from the many nozzles tested to demonstrate the results from high-, medium-, and low-output nozzles. The liquid used in these tests was either water or a No. 3 burning oil (Texaco 300).

Figure 1 shows the percent of spray deposited at various distances from the metal wall surface when a high-output nozzle (Spraying Systems D3-25*) was used. This is a disk-type nozzle producing a hollow-cone spray, the spray angle of which is 68° when operated at 100 pounds pressure. At this pressure the output of water was 0.29 gallon and of the burning oil 0.39 gallon per minute. The particle size using oil with the spray was as follows:

Diameter	Accumulative percent
30	1.5
100	36
150	56
200	70
270	100

Mass median diameter=140 microns

This nozzle produced a spray the deposit of which decreased considerably when the nozzle was closer than 10 inches. The most efficient distance with oil was 12 inches, where about 78 percent of the spray deposited. The spray that did not deposit had particles ranging up to 200 microns in diameter, but most of them were smaller than 75 microns.

In a room 16 by 16 feet, with a ceiling at eight feet, and the nozzle held 12 inches from the wall and six feet from the floor, all of the deflected particles larger than 30 microns in diameter fell to the floor within three feet of the wall. Smaller particles dispersed and settled fairly evenly over the entire floor; they represented about 1.2 percent of the spray, compared with 1.5 percent found in the original spray.

Figure 2 shows the results of a medium-output nozzle (Spraying Systems "Teejet" 50015), a flat-spray nozzle, with a spray angle of 53° when operated at 50 pounds' pressure. The output at this pressure was 0.155 gallons per minute with water and 0.17 gallon with oil. The particle size with the oil spray was as follows:

Diameter	Accumulative percent
30	1
100	14
150	35
200	60
300	100

Mass median diameter=180 microns

This nozzle deposited a high percentage of the spray over a wide

*Spraying Systems Co., Bellwood, Ill.

Figure 1. Percent of spray deposited at various distances from a metal wall surface when using nozzle D3-25 of Spraying System Co., Bellwood, Ill., at 100 pounds pressure.

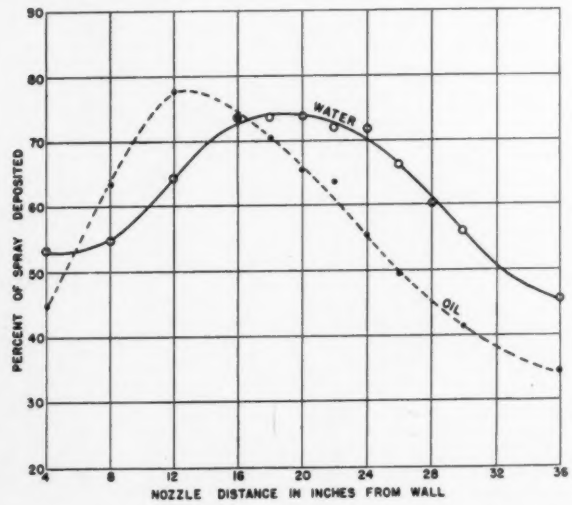
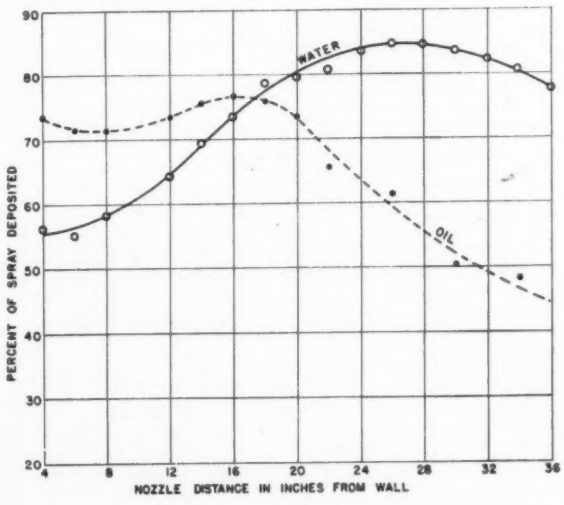


Figure 2. Percent of spray deposited at various distances from a metal wall surface when using Spraying System Co's nozzle "Teejet" 50015 at 50 pounds pressure.



range of distances and was considered an excellent nozzle for residual spraying. The low percentage of particles 30 microns in diameter or smaller would minimize the health hazard from drifting.

Figure 3 shows the percentage of deposit from a low-output nozzle (Spraying Systems "Teejet" 1.5), a hollow-cone spray nozzle. When operated at 100 pounds' pressure the output was 0.037 gallon per minute with water and 0.054 gallon with oil. The spray angle is 70° at this pressure. The particle size with the oil spray was as follows:

Diameter	Accumulative percent
30	15
200	100

Mass median diameter=100 microns

This nozzle was considered unsuitable for spraying a wall at a distance greater than 12 inches. The large proportion of particles smaller than 30 microns would create a considerable health hazard from drifting.

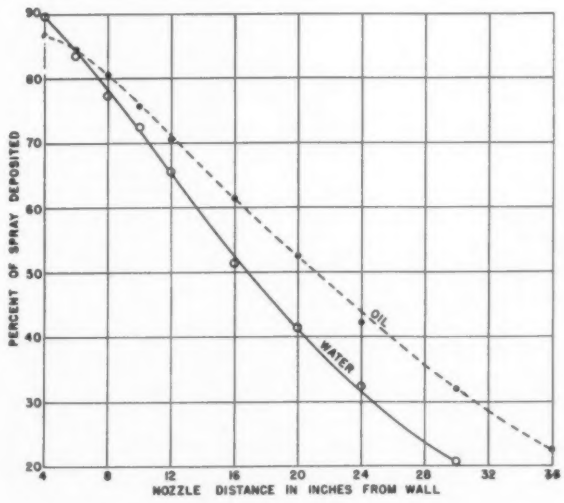
The deposit from these nozzles did not change much when the pressure was varied between 50 and 100 pounds per square inch. This was apparently due to the increase of particle size and decrease of spray angle with lowering pressure to compensate for the lowering of velocity and output with pressure. As mentioned before, an increase in deposit of as much as 15 percent would occur on a relatively rough surface compared with our smooth-metal test surface. Spraying upward to a ceiling would require a decrease in spraying distance to obtain the same deposit as on a wall surface.

Discussion: These studies demonstrate that within the range of nozzles tested, 15 percent or more of the spray is not deposited on the surfaces being sprayed. The portion not deposited consists of particles 30 microns or smaller, which contaminate the air in the vicinity. When highly toxic, concentrated insecticidal formulations are being used, this could constitute a definite health hazard.

Our studies, therefore, show the necessity of testing each type of nozzle to determine not only the percentage of the spray 30 microns in diameter and smaller, but also the efficient spraying distance for each formulation. In many cases such a test will show that a nozzle is unsuitable for wall spraying.

Proper respirators should be worn by operators when fine sprays are being used under such circumstances, and proper coverings should be placed over surfaces not to be contaminated. Particles in this size range are usually not visible in the air or on the surface on which they settle.

Figure 3. Percent of spray deposited at various distances from a metal wall surface when using Spraying Systems' nozzle "Teejet" 1.5 at 100 pounds pressure.



—— ★ ——

Two Coined Names

Coined names for two fungicidal chemicals have been approved by the Interdepartmental Committee on Pest Control, Washington, D. C., it was announced recently. The term "glyodin" may be used to designate the pure chemical, 2-heptadecyl glyoxalidine acetate. A commercial fungicide containing this compound is sold as fruit fungicide 341 under the trade mark "Crag." Copies of analytical methods for the determination of glyodin may be obtained from Union Carbide and Carbon Corp., New York.

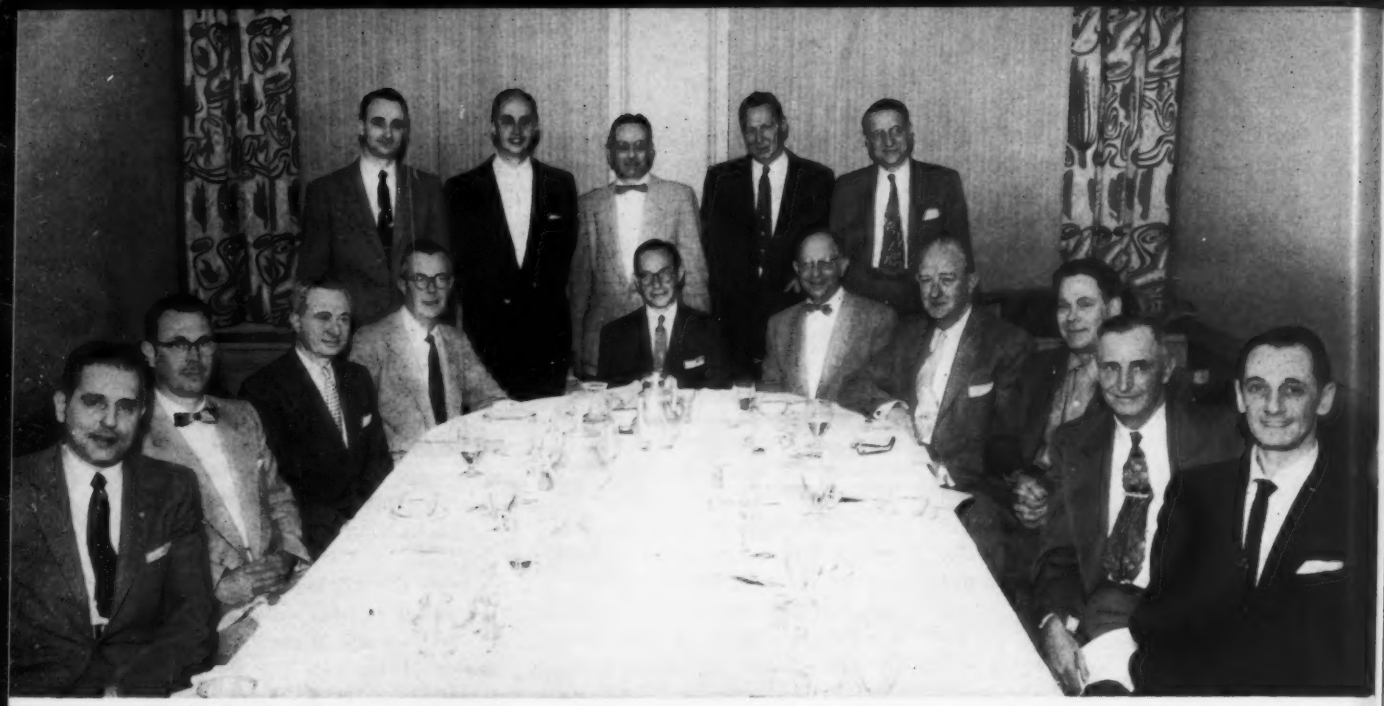
The word "dichlone" designates the pure chemical, 2,3-dichloro 1,4 naphthoquinone. Dichlone has been sold under the trade name "Phygon." The name dichlone applies to the pure chemical and a technical grade shall indicate the percentage of dichlone present. Analytical methods pertaining to this substance are available from Naugatuck Chemical Division, United States Rubber Co., Naugatuck, Conn.

The committee has issued data sheets covering physical and chemical properties, toxicology, uses, and other details concerning these two fungicidal substances.

—— ★ ——

Test New Repellent

About 100 prisoners in the Illinois state penetentiary at Joliet, Ill., are serving as guinea pigs in a test of a new insect repellent. For three months they will work and sleep in clothing impregnated with an insect repellent known as "M-1960." The compound has been designed to protect soldiers from insects believed responsible for transmission of acute hemorrhagic fever, which felled many soldiers in Korea. From the Joliet tests it is hoped to determine whether skin disorders or other ailments will result from the repellent.



Newly elected officers and directors of the National Sanitary Supply Association at their first meeting at the Conrad Hilton Hotel, Chicago, March 24. They are, left to right, seated around table: Ralph Hillman, C. R. M. Sheppard, Donald Peatee, Warren Haviland, Philip Shore, David L. Ginsburg, Leo J. Kelly, Lacy E. Crain, W. M. Pettett, Shim D. Lehrman. Standing are Bernard Kelly, Burton L. Feinson, Leon R. Riese, Ernest Cooper and Gordon E. Kent.

N.S.S.A. Meets, Elects Shore

BUSINESS in the sanitary supply industry in 1954 will be good if we go out and hustle and sell, David L. Ginsburg, retiring N.S.S.A. president, told the opening session of the 31st annual convention of the National Sanitary Supply Association held at the Conrad Hilton Hotel, Chicago, March 21-24. In his address, Mr. Ginsburg, who is head of Scientific Supply Co., Denver, told the audience in the post-luncheon session, March 22, he is "sure the association will go forward this year as in the past." He also congratulated the N.S.S.A. on the set of officers and directors it has elected.

Attendance for the four-day show and convention of the National Sanitary Supply Association, was at an all-time high. The number of exhibitors of sanitary chemical supplies, including floor care products, floor machines, brooms, brushes and mops, soaps, detergents and disinfectants and soap dispensers, was the largest in the history of the organization. Exhibit space was greater than ever, with the opening of the north exhibit hall, which was formerly the hotel's coffee shop.

Officers elected at the meeting include: Philip Shore of Shore Metal Products Co., Los Angeles, who was elected president. Last year Mr. Shore served as national vice-president. Lacy E. Crain of Conco Chemical Co., Dallas, was elected national vice-president succeeding Mr. Shore. A new treasurer, George H. Bruesch of Frank Miller & Sons, Inc., Chicago, was elected to succeed Arthur P. Boller of S. C. Lawlor Co., Chicago, who is ill. Warren Haviland of Warren Haviland Corp., St. Louis, continues as secretary of the board, a post to which he was elected last year. Leo J. Kelly, was reelected as executive vice-president of the National Sanitary Supply Association.

Regional vice-presidents chosen at the meeting are: Burton L. Feinson, American Dispenser Co., New York, eastern regional vice-president; Ernest Cooper, Clarke Sanding Machine Co., Muskegon, Mich., central regional vice-president; Ralph Hillman, Hill Mfg. Co., Atlanta, southern regional vice-president; W. M. Pettett, W. M. Pettee Co., Miami, Okla., southwestern regional vice-president; Leon R. Riese, Keene-Riese Supply Co., Oakland, Calif., western regional vice-president.

Named to the board of directors were: C. R. M. Sheppard, Fenole Chemical Co., Jacksonville, Fla.; Gordon E. Kent, Kent Co., Rome, N. Y.; David L. Ginsburg, Scientific Supply Co., Denver, retiring

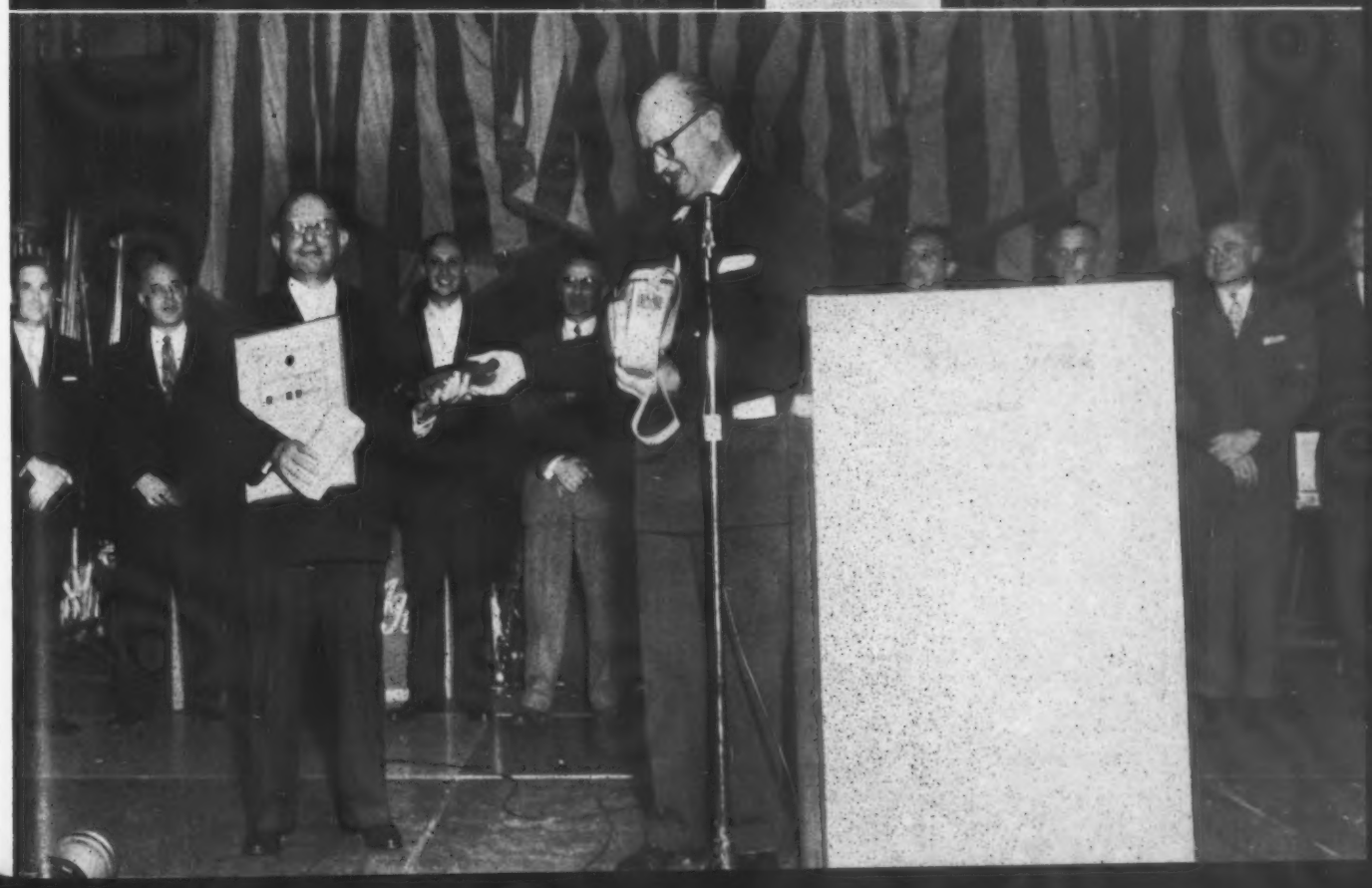
Pictures on facing page, taken during the annual banquet and floor show, include, top, David L. Ginsburg, N.S.S.A. president, presenting Leo J. Kelly, N.S.S.A. executive vice-president, with a certificate of appreciation.

In the center photo the newly elected officers and directors of the National Sanitary Supply Association line up for their introduction.

Leo J. Kelly, N.S.S.A. Exec. Vice-Pres., presents Mr. Ginsburg with a Polaroid camera and equipment and a plaque in bottom photograph on behalf of the membership in appreciation for his work as president of N.S.S.A.







president; Donald F. Peatee, Mellocraft Co., Toledo, O., and Shim D. Lehrman, A. J. Lehrman & Sons, Harrisburg, Pa.

The first session of the 31st annual convention took place immediately following the group luncheon on March 22. This session was presided over by David L. Ginsburg, N.S.S.A. president. Most of the meeting was devoted to reports of the officers of the association. Additional features included the official greeting on behalf of the city of Chicago and its Board of Health and a talk on selling by Frank Lovejoy, Socony Vacuum Oil Co., New York. The invocation was made by Col. Arthur Coss of the Salvation Army.

An added attraction was the singing of "It Might as Well Be Spring" and "Stranger in Paradise" by Robert Solly of Harley Soap Co., Philadelphia.

In his opening remarks, Mr. Ginsburg declared that the N.S.S.A. "has the top association executive and officers in the country today." In support of this he mentioned the award of merit received recently by the National Sanitary Supply Association for its outstanding work as a trade association. Mr. Ginsburg also cited the great amount of informational material issued by the executive offices of the N.S.S.A.

Mr. Ginsburg thanked the constitution revision committee, including Jack Varley of James Varley & Sons, St. Louis, and Marshall Magee of T. F. Washburn for the fine work they had done.

In discussing the business outlook, Mr. Ginsburg, asked, "Where do we go from here?" He pointed out that "business will be good if we hustle and get out and sell. The association will go forward as in the past", he said. Mr. Ginsburg congratulated the association on its officers and directors.

Greetings from the city of Chicago and its Board of Health were extended to the N.S.S.A. and its membership by Dr. Timothy J. King, chief sanitary officer of the Chicago Board of Health. He was representing Dr. Herman Bundeson, who was unable to be present.

In his remarks, Dr. King pointed out that Dr. Bundeson, who is President of the Chicago Board of Health, regretted his inability to attend. "It was his fervent wish that he would be with you today", Dr. King said.

In his address of welcome, Dr. King said:

"On behalf of the Chicago Board of Health, and the city itself, I bid you welcome. We are particularly pleased and proud to welcome such a group of fellow public health workers. Each and every one of you, working in your field, is as much a public health worker as is the paid employee of the Health Department. We can go out and tell industry to keep their places clean, but it remains for you, the technicians, to show them how, and of course, at the same time, to make an honest dollar here or there. There has been great progress in the field of sanitation, and that progress was not made entirely by sanitarians working for health departments. That progress was only possible with the aid and farsightedness of the industry. Specialists have been created —men whose specific job was to handle a specific line of sanitation. You, in your industry, have done much to bring this about. Your organization, the National Sanitary Supply Assn. has a program of sanitation instruction so good that it has not only been used by the industry, but even public health departments have referred to it as being very good.

"They, of course, know sanitation developments by your Institute have been made because you have put every employee of yours out selling the products, meeting the public and creating good customer relations. You have placed information on sanitation at their disposal, which is absolutely necessary if you are going to be successful and if the Board of Health in each city in which you operate is going to get the cooperation it should have.

"I want to express my appreciation now for the fine work done by Mr. Kelly and his son, Bernard, in pushing that phase of your work. It is programs like this that have made your Association outstanding.

"Just think, now—many of you are members of other trade associations —can you recall one of them that has done the same kind of job and has sought to bring the fundamentals of sanitation, the very things that are essential, to the public and to the individual in your industry?

"This was not just an accident. It just didn't occur. It was due to the farsightedness and zeal, which you exercised to bring it to the people that needed it and to bring it to the people who were in the best position to spread the gospel of sanitation. I hope it will be continued, and that your Association will go on and on to a greater future. Again, may I bid you welcome, fellow workers. Thank you."

The definition of a trade association was given in the report of national vice-president, Philip Shore of Shore Metal Products Co., Los Angeles. A great many people don't understand the function of a trade association, Mr. Shore said. He described a trade association as "a voluntary association of persons drawn together through mutual interests so that cooperative-

CAPTIONS — FACING PAGE

Top row l. to r.: Mr. & Mrs. Gerry Steinberg, (seated) Abso-Clean Chemical Co., Detroit; Ray Boedecker and Walter Humphreys, Colgate-Palmolive Co., Jersey City; Jules Breitenbach, Superior Chemical Co., Houston, Tex.; Burton L. Feinson and Dewey Bardwell, American Dispenser Co., New York; Al Meyer, H. B. Meyer Co., Dallas, Tex.; Richard G. H. Williams, George B. Robbins Disinfectant Co., Cambridge, Mass.; Robert Antonucci, Rohnes Paper Co., Akron, O.; Miss Joann Whorthy, American Dispenser Co.; Nathan and Shirley Horowitz, Richmond Janitor Supply Co., Staten Island, N. Y.; and Jack Hochman, Kurly Kate Corp., Chicago.

Second row, l. to r.: Ernest, Gail and Robert Killian, J. C. Paul Co., Skokie, Ill.; Lacy E. and Mrs. Crain, Conco. Chemical Co., Dallas; Stephen Schultz, Jr., Marwell Co., St. Louis and A. W. Schug, R. M. Hollingshead Corp., Camden, N. J.

Third row: Martin Peters and John Kane of Moore Brothers Co., New York; F. K. Knapp, Knapp Supply & Equipment Co., Casper, Wyo., Lee Fried, Enterprise Paper Co., New York; Jules Breitenbach, Superior Chemical Co., Houston, Tex.; Joseph M. Sassano and C. M. Sherwood, General Floorcraft Co., New York; Robert Z. Friedman and Mrs. Friedman, Richmond Janitor Supply Co., Staten Island, N. Y.; Herbert F. Tiffen, Kurly Kate Corp., Chicago.

Fourth row: Curt Friday, Harold M. Lederer, and W. L. Carolla, R. M. Hollingshead Corp., Camden, N. J.; Harold Miller, Carl Flaks, and R. T. Stelmore, Lincoln-Schlueter Corp., Chicago; Vince DelGuidice, Armour & Co., Chicago, Mohe Solworth, Sanitation Counsellors, Louisville, and Paul McDaniel, director of sanitation of the Farm Bureau Insurance Cos., Chicago.

Bottom row: R. G. Maus, G. H. Packwood, Manufacturing Co., St. Louis, I. V. Dreyfus, Dreyfus Janitor Supply Co., Ponca City, Okla. and Searcy Ridge, Gateway Chemical Co., Kans. City, Mo., Lillian Moran and Don Evans, Moran Brush Co., Hamden, Conn., Raymond J. Ross, Excel Chemical Co., Milwaukee and Dr. Timothy J. King, chief sanitary officer, Chicago Board of Health, as he addressed the meeting on March 22.


AJAX












Moore A NAME TO REMEMBER






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Long-Wear


SCRUBBING-&-SCARRYING





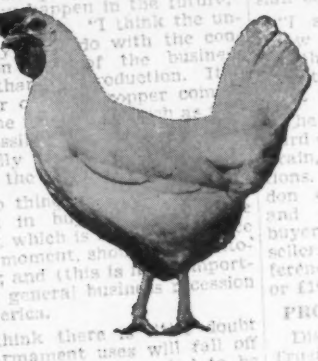




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TETROSAN 60%



A very effective germ killer with extensive veterinary applications in disinfection, deodorization and preventive antisepsis, TETROSAN 60% has proven especially useful on a broad basis in a most successful compounded product for disinfecting and sanitizing purposes on poultry farms.



This product is used in almost all sanitizing functions on the poultry farm, such as in spraying and washing coops, feeding and watering troughs, etc.

TETROSAN 60%, an aqueous solution of alkyl dimethyl 3,4 dichloro benzyl ammonium chloride, is never sold directly to the consumer, being sold to the disinfectant manufacturer for diluting or further compounding. It is widely used as well for numerous antiseptic and germicidal purposes in pharmaceuticals.

BTC AND BTC U.S.P. 50%

For many years a leading quaternary for dairy industry sanitizing, BTC 50% has maintained its leadership through a rigid and unrelaxing program of quality control.

Every batch of BTC 50% **which goes into sanitizers for dairy farms and milk plants** ***greatly exceeds the minimum standards for bacteriological effectiveness.*** **A staff of bacteriologists tests against the standard organisms, Staphylococcus aureus and Salmonella typhosa, and chemical and physical properties are equally closely controlled.**

There is no doubt that the assurance of quality resulting from so stringent a check is responsible for the wide popularity of BTC, not only in the dairy industry but also for other bactericidal and deodorant applications, from food handling and processing to surgical sterilization. There is also a U.S.P. grade of BTC which meets specifications for Benzalkonium Chloride.

If you must be sure in quaternaries—and you must—use ONYX.





ONYXIDE

Effective slime and algae control in swimming pools, cooling towers and air conditioning equipment has become simple and easy with the use of compounds based on ONYXIDE 75%, a mixture of alkenyl dimethyl ethyl ammonium bromide.

Fully compatible with alkalizing and flocculating agents commonly used in swimming pools, cationic ONYXIDE is relatively non-corrosive to metal and natural rubber and may be used on all equipment.



Its germicidal properties are rapid in action, it is virtually odorless and colorless, non-volatile and non-toxic in use dilutions.

ONYXIDE in use dilutions has also proven itself as a sanitizer and as a general disinfectant and deodorizer and as a bacteriostatic treatment for textiles. *Write for samples and complete data.*

ISOTHAN Q-15

An excellent fungicide widely used in the control of athlete's foot and dandruff, ISOTHAN Q-15 is a 20% concentration of lauryl isoquinolinium bromide.

ISOTHAN Q-15, a surfactant compound cationic in nature, assures even in dilute solution complete and rapid wetting and penetrating properties. It is a deep amber water-soluble liquid with a pleasant characteristic odor, is non-volatile and non-toxic in use dilutions.

In addition to athlete's foot and dandruff, ISOTHAN Q-15 has also been found effective as an agricultural fungicide, particularly as a protective and eradicant agent against apple scab.



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EASY FORMULATIONS	--easily handled--easily formulated as a spray or dust. ORTHO Lindane crystal particles are dry, free-flowing. Easily ground to micro-size.
STABILITY	--chemically stable.
MANUFACTURING "KNOW-HOW"	--made exclusively by the original manufacturers of Lindane in the U.S.A.

* *ORTHO* Lindane is a truly amazing insecticide offering high potency, rapid action, and residual control. Kills more than 200 varieties of insects by contact, vapor action, and stomach poison.

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Portland, Ore.
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Fresno, Calif.
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ly they may accomplish legally what would be impossible to achieve individually."

Mr. Shore pointed out that the National Sanitary Supply Association is recognized by health associations throughout the United States. He mentioned that Dr. Austin Smith of the American Medical Association had cited as outstanding the job of the National Sanitary Supply Association in helping to educate people to sanitation. Another example of the constructive work of the N.S.S.A. which Mr. Shore called attention to is the "Institute of Modern Sanitation Methods," aimed at promoting better sanitation. The booklet "Pick Stars and Sell More," for the selection and training of salesmen, was made possible by the small dues of the N.S.S.A. members, Mr. Shore said. The use of this booklet can help to avoid costly mistakes. The association's sales training aids are also extremely valuable, Mr. Shore pointed out.

This year's convention of the N.S.S.A. is the largest in its history, the national vice-president stated. It is proof that members like what they are getting. Every function of the association is aimed at helping members increase sales, make more money and expand the industry, Mr. Shore concluded.

The real laborers in the vineyard are the members of the board of directors, Mr. Kelly said in his report as executive vice-president.

"We have had a lot of good boards in the past, but we had a terrific board this year, Mr. Kelly declared. "No board member was absent from any of the meetings last year", he reported. Meetings of the board in 1953 were held in San Francisco, New York, Kansas City and Philadelphia. This year, board meetings will be held in cities that were "neglected" last year, Mr. Kelly promised.

His report concluded with the presentation of the sound training film, "How to be a Preferred Salesman". The film, for which Mr. Kelly is the narrator, will be made available to members of the association during the coming year.

The treasurer's report was read by the N.S.S.A. auditor in the

(*Turn to Page* 155)

Top row, l. to r.: Ken P. Veira, Kansas City manager, Erwin Zaban, Harry Zaban and Hubert W. Jenkins, Dallas manager, Zep Manufacturing Corp., Atlanta; Mel Cohen, Mayfair Sales Co., Jacksonville, Fla., M. W. Greenberg, United Metal Box Co., Brooklyn, John S. Shannon of Mayfair and Walter Lewis of United.

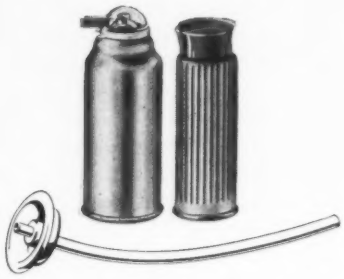
Bottom row: newly elected N. S. S. A. president, Philip Shore, Shore Metal Products Co., Los Angeles, being congratulated by retiring president David L. Ginsburg of Scientific Supply Co., Denver; Cameron, Gordon and Mrs. Gordon Baird, Baird & McGuire, Inc., Holbrook, Mass., and Lou Pollock of Davies-Young Soap Co., Dayton, O.



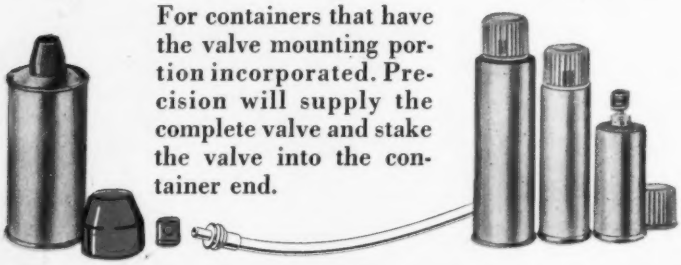
THE *Aerosol Valve* FOR YOUR PRODUCT *by Precision*



Complete assembled cup type valve for any one inch opening aerosol container. For all aerosol products. Protective domes offered in various colors.



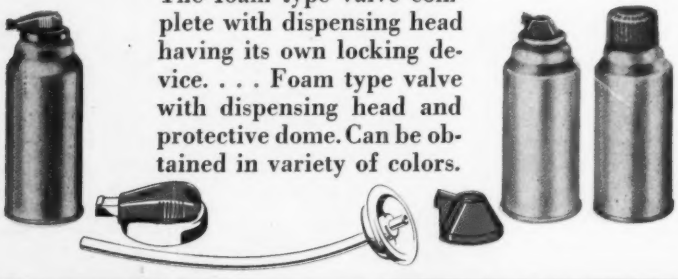
Offered to those who prefer to use their own button design for aerosols or their own dispensing head for foam products.



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Glass container aerosol valve, complete with button and protective dome.



The foam type valve complete with dispensing head having its own locking device. . . . Foam type valve with dispensing head and protective dome. Can be obtained in variety of colors.

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- *Packaging in all types of aerosol containers: dome, concave, glass.*
- *Supply problems overcome... we can furnish containers, cartons, propellent and valves.*
- *No delay or extra expense. Aerosol cans now manufactured and available in the San Francisco Bay Area.*
- *Complete laboratory facilities.*
- *Our sole function in the aerosol field is to custom-package* your *product.*

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DISTRIBUTION-PLUS in the San Francisco Bay area, where rail, air, highway and water meet to form the West's most *strategic* distribution center. McGuire and Company, with railroad sidings, truck platforms and spacious warehousing facilities, will deliver your aerosol-packaged products directly to the San Francisco Bay area market... to the Northwest: Portland, Seattle and Vancouver... South to the Metropolitan Los Angeles market... to Hawaii and the Pacific.

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Picco Coal Tar Aromatics are used extensively in the Paint and Varnish industry where good solvency and controlled evaporation rate are required. They are especially useful for alkyds and other synthetic resins. Large volumes are used in automotive finishes and in various industrial paint applications. These Coal Tar Aromatics also find use in solvents for rubber and rubber cements, dyes, and degreasing applications.

COAL TAR HEAVY NAPHTHAS

These are semi-refined, selected coal tar fractions having excellent solvency for applications ranging from wire enamels to roof coating compounds. Pitches, tars, and asphalts can be cutback with these Coal Tar Heavy Naphthas. Other uses include printing inks and sludge solvents.

SOLVENT OILS

The Picco Solvent Oils include Shingle Stain Oils, neutral extenders for creosote, holder oils for the gas industry, and thinners for bituminous paints. Their moderate solvency and high flash point permit their use in numerous other applications.

HEAVY OILS

The characteristics of the Picco Heavy Oils make them ideal for weed killing oils, sludge solvents, and tar cutbacks. They are also useful in the manufacture of insecticides and disinfectants. Dipolymer Oil is an excellent processing agent in the rubber reclaiming and synthetic rubber industries.

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This complete series of petroleum fractions enables many manufacturers to select suitable substitutes for the common coal tar solvents at a substantial savings. Applications include paints, varnishes, lacquers, printing inks, rubber compounds, and insecticides.

HISOLV HEAVY NAPHTHA

The Hisolv Heavy Naphthas contain methyl naphthelenes and have good solvency for insecticides such as DDT, 2,4-D esters, and chlorinated camphene. They are also very useful as vehicles for wood preservatives. Their high flash points and low cost are also attractive features.

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- ☐ Coal Tar Heavy Naphthas
- ☐ Solvent Oils
- ☐ Heavy Oils
- ☐ Aromatic Petroleum Naphthas
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Address_____

(*From Page* 151)

absence of Arthur P. Boller, treasurer of the association, who was ill. The treasurer's report, which covered the period from Dec. 31, 1953, to Feb. 28, 1954, showed the association had cash on hand as of Jan. 1, 1954, of $91,453. Receipts for the two month period totaled $29,538, of which $18,140 was for dues, $3,102 was for advance registrations for the convention, $915 for exhibits and the balance for cuts, courses, etc. Disbursements for the two month period totaled $15,168, of which $4,866 was for admisistrative salaries; $2,866 was for clerical salaries and the remainder for convention expenses. Cash on hand on Feb. 28 amounted to $103,841.

N.S.S.A. secretary, Warren Haviland, reported that the board had held four meetings since the last convention.

The introduction of officers and directors sitting at the head table, as well as past presidents attending the meeting and the appointment of the nominating committee followed. The nominating committee was composed of S. S. Hockwald, Hockwald Chemical Co., San Francisco, chairman; Jacob Kahn, Windsor Wax Co., Hoboken, N. J.; Dewey Doyle, Jr., Doyle Vacuum Cleaner Co., Grand Rapids, Mich.; Al Candy, Candy & Co., Chicago; Charles R. M. Sheppard, Fenole Chemical Co., Jacksonville, Fla., and E. R. Moulder of Moulder-Oldham Co., Oklahoma City, Okla.

Lovejoy on Sales

THE concluding speaker of the first day's session, Frank Lovejoy of Socony Vacuum Oil Co., New York, warned his audience not to be complacent. He pointed out that with any product in the inception years margins of profit were wide, but narrow profit margins characterized the years of fulfillment.

"You can't eliminate competition", he said, "you've got to welcome it."

Mr. Lovejoy pointed out that producing and selling a better quality of goods at lower prices is the only way mass markets can be maintained.

Merchandising has got to be put behind selling, Mr. Lovejoy declared. He defined merchandising as common sense applied to business. Mr. Lovejoy also described it as the facility by which you surround your product with those things that appeal to the man on the street.

"Find out why people buy. That's the way you build business", Mr. Lovejoy said. Salesmanship and merchandising is understanding how people react under certain conditions, he explained.

Mr. Lovejoy said that his company's service stations and trucks were painted red because it attracted more attention than any other color. Other hints on merchandising that he listed were: 1.) display goods on the right side of the store; 2.) if you are going to sell women bargains, sell them downstairs; men's bargains should be upstairs; 3.) stores for men should be on the shaded side of the street; stores for women on the sunny side.

Salesmen should learn to say "I don't know, but I will find out for you" if asked something about their line they don't know.

Reputation, Mr. Lovejoy defined, as "what the other fellow thinks you are, not what you are."

His five rules of selling included: 1.) Don't talk too much; 2.) Never assume an argumentative manner; 3.) Inquire first and attack afterwards; 4.) Be sure that the buyer understands that you understand his objection; 5.) Stick to one key issue.

He also counselled his audience in selling to use the word "why" at every possible opportunity. "Ask questions—find out



Maintenance panel participants: l. to r. T. R. M. Coule, George C. James and Carl H. Galloway.

Another new development from

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Announcing a new insecticide Good-rite STROBANE*

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FOR USE IN LIQUID AND AEROSOL HOUSEHOLD SPRAYS

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- **Low order of toxicity**
- **No secondary aromatic solvents necessary**
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B. F. Goodrich Chemical Company

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Good-rite CHEMICALS



G. H. Bruesch, Treasurer

what the prospect is trying to do", he explained.

Sanitary supply salesmen should dress neatly, be clean shaven, wearing a clean shirt, clean, pressed clothes and with shoes shined. Dress the part of a person selling cleanliness, Mr. Lovejoy said. "Quality in a product is conveyed by the way in which the product is conveyed to the public", he concluded.

New Constitution

ALTHOUGH consideration of the adoption of the new by-laws and constitution as recommended by the constitution revision committee and the directors of the association was slated to be discussed at the meeting, Mr. Kelly announced that the board of directors had voted to send the constitution back to the committee for further study. A new proposed set of by-laws and constitution will be sent out shortly, Mr. Kelly said.

Burton Feinson, East V.P.



Maintenance Panel

A PANEL discussion of building maintenance, participated in by the superintendents of three of Chicago's best known buildings, was one of the highlights of the second convention session, which followed the group luncheon on March 23. Thomas Coule of the Board of Trade Building; Earl Galloway of the 208 S. La Salle Street Building, and George James of the Chicago Temple Building spoke. Bernard Kelly acted as moderator.

Although all three building

(*Turn to Page* 185)

What's New at NSSA Show

Acorn Paper Co., San Francisco. First showing of a new toilet paper dispenser operating on an air jet. Actuated by a light finger tap on a lever which expels the paper without pulling it. Will conserve paper, according to Phil A. Wooster, president, who said the device will be available nationally shortly. Also shown was a new "Tretex" dispenser for paper roll towels, with a micro-worm drive operated by a crank, which is said to save from 25 to 50 percent on paper. Available immediately.

Airkem, Inc., New York. Full regular line of odor counteractants containing chlorophyll shown. Introduced at the show was a new private label service on aerosol items in two fragrances, spice and needle pine. Peter J. Hopkins, jobber sales manager, in charge.

American Dispenser Co., New York. Demonstration made of dispensers for liquid and powdered soaps, lotions, synthetic detergents, etc. Three new bowls presented with identical valves but with different designs to distinguish between lotions, soaps, etc. Burton L. Feinson, vice president and sales manager, also explained a new system whereby jobbers can quickly figure cost of a gravity feed system in on-the-spot negotiations with prospective customer.

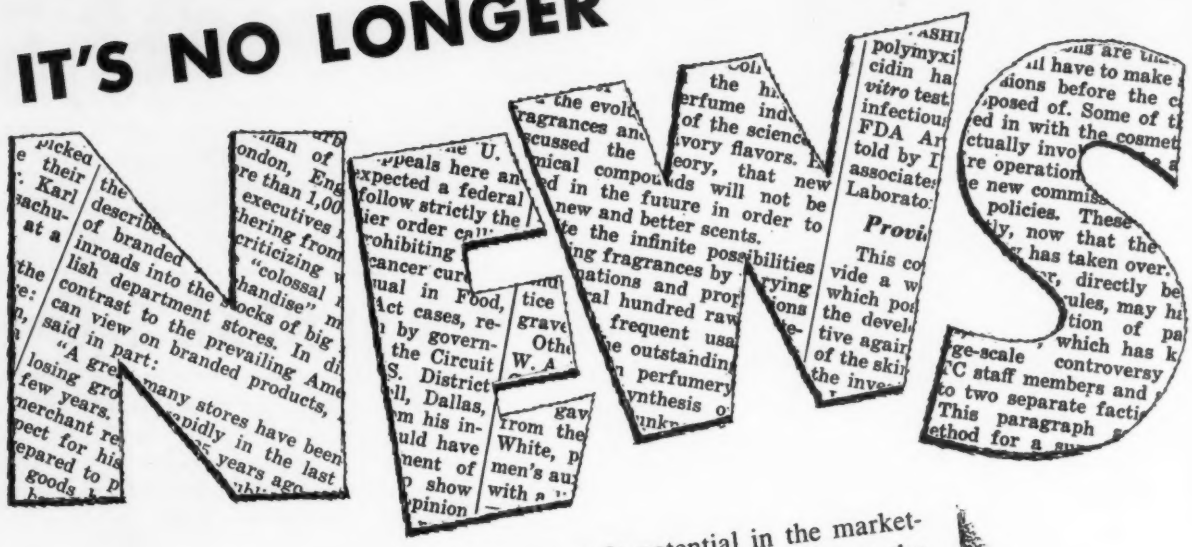
American Hand Dryer Co., Philadelphia. Showed an electric dryer with push button starter for automatic hand and face drying. Equipped with a General Electric Co. "Ozonaire" system for destroying objectionable odors. Wm. F. Kane, president, in charge, assisted by Jack Dempsey, and others.

American Standard Mfg. Co., Chicago. Showed dust mops now packaged in reusable, polyethylene bags, which, according to Walter Krebs, vice president, improve the inventory value of stock on jobbers' shelves. Also shown was a new "Gibraltar" brace attached to mop handles with split ring collar to impart perfect rigidity to the mop. A new "Du-More" mop, using Du Pont sponge yarn, was announced and other new products are under development, Mr. Krebs said.

Armour & Co., Chicago, featured complete line of industrial soaps and synthetic detergents and presented visitors with miniature cakes of "Dial" toilet soap. Available also were formulas for waterless and water type soaps in paste or jelly form, using Armour products with other necessary ingredients and including instructions for mixing. L. V. Merrill, sales manager, industrial soap department in charge.

Atlanta Stamping Co., Rochester, N. Y. The company enters its 51st year of operations with an intensified advertising campaign for its line of galvanized mopping equipment, ash and garbage cans and other maintenance metalware. Featured was a divided mop pail, with compartments for detergent solution and

IT'S NO LONGER



. . . THAT there is BIG profit potential in the marketing of aerosols. Nor is it any longer news that the success of an aerosol product often hinges upon the complete chemical compatibility of its ingredient parts. It *IS* news, however, when organized research succeeds in producing perfume compositions, for example, that fully meet the rigid requirements demanded of any pressure dispensed fragrance. For those concerned with the making or marketing of such products, FRITZSCHE laboratories bring you this good news: Now available—for critical examination —we offer a number of fragrances which conform, in every detail, with the conditions listed below:

1. *Attractive odor; moderate cost.*
2. *Long lasting and stable.*
3. *Complete compatibility with all propellents.*
4. *Non-clogging.*
5. *Fully tested; widely approved.*

Write us if you're interested in these fragrances . . . tell us type of finished product to be manufactured and, if known, make of dispenser and propellent to be used.

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clear water. C. J. Dygert, sales manager, said Atlantic is now fully settled in its new one-story, air conditioned office building with about 10,000 square feet of floor space, erected to mark the first half century of achievement.

Atlas Floor Surfacing Machinery Corp., New York, featured the new 12-inch "Waxer King" floor machine introduced at last year's show. In the near future, I. N. Lind, president, said a new dust pickup device will be available, which, he explained, will be attached to the handle of a floor machine to pick up dust by the vacuum principle as it polishes. Accessory tools will also be available for dusting of chairs, etc.

Bobrick Dispensers, Inc., (formerly using name Bobrick Mfg. Co.), Los Angeles, showed two new models of soap dispensers with metal or glass reservoirs with an adjustable device for regulating amount of powdered soap delivered. Also shown, a new model all-metal liquid soap dispenser of 18 oz. capacity and a new pump type, non-leakable lather dispenser. In charge were Wm. S. Louchheim, president, James E. Pollak, vice pres.—sales, and James E. Puleo, vice pres. and manager, eastern div.

Breuer Electric Mfg. Co., Chicago. Full line of "Tornado" industrial vacuum cleaners, portable blowers and all purpose floor machine shown. Several new accessory tools, nozzles, squeegees, etc., for improved and faster pickup, were introduced. A. A. Breuer, president, directed demonstrations by large staff of sales representatives.

Buckingham Wax Co., Long Island City, N. Y., showed their line of waxes, liquid soaps, disinfectants, polishes and other specialties, including a waxless floor finish, "Tuff-Cote," which the company's chemist, Ralph L. Silverman, explained is non-slip, non-flammable, water resistant, long wearing and easy to apply or remove. Also shown was a new anti-slip "Star" gloss wax with a high percentage of carnauba wax, available under private label for competitive pricing. Irving Wexler, general manager, also drew attention to the new monthly "Laboratory Release" service, providing technical information on new developments.

Candy & Co., Chicago, made their first showing of Candy's "Concentrated Concentrate" floor cleaner and wax remover containing 46 to 48 percent solids. This newest addition to Candy's extensive line of waxes, polishes, cleaners, etc. is available only in 55-gallon drums, Bob Lockhart, general sales manager, announced.

Chase Products Co., Maywood, Ill. New aerosol garbage can deodorant, released early this year, was among featured items, also a new "Chase-M" insect repellent aerosol, promoted for suburban garden parties and other "outdoor living" uses. Among other new aerosols was a moth proofer and a rose and plant spray. Robert Svendsen, president, in charge.

Chemical Service of Baltimore, Baltimore, Md. Three new products introduced: (1) a line of water resistant waxes with high gloss that set in 30 minutes. Available under private label in pails and drums from one to 55 gallons; (2) a new cleaner with "colordyne," a color brightening agent which restores and retains the original floor color; (3) "Sanitreet," new no-flash liquid sweeping compound to be applied to yarn brushes for dustless sweeping. Bernard R. Freudenthal, president, in charge.

Colgate-Palmolive Co., Jersey City, N. J. First trade show demonstration was made of "Florient," concentrated aerosol household deodorant which has been under test in selected markets. Featured was "Ajax" cleaner in the new paste form, now available in drums and barrels. R. O. Trowbridge, general manager, industrial department, also announced the availability shortly of powdered "Ajax" cleaner in a new giant economy size container with sifter top. It will hold 22 oz., he said, compared with the older 14 oz. can.

Commercial Cleanser Co., Chicago. First showing of "Grimof", a powdered hand soap for industrial use. Available in 5-lb. carton with jobber's name imprinted. Also, available in bulk under private label. Other products of this 15-year old Chicago company include a hand dishwashing compound, a wall cleaner and a heavy duty floor cleaner. Roy H. and Leonard D. Dyck, comprising the partnership, received visitors at their booth.

Davies-Young Soap Co., Dayton, O. Introduced two new products — "Bol-Clean," white emulsion cleaner in quart and gallon containers with fused-on silk screen labels; Also "Dy-Dust," antiseptic, fire proof, water miscible floor treatment compound, to be applied to mop for dust control. Howard Young and Lou Pollock, sales manager, in charge.

Du-Fold Mfg. Co., Cleveland, O. First showing made of a self-wringing cellulose sponge mop, constructed with lightweight sheet aluminum and a redesigned handle bracket and lever for improved squeegee wringing. Also demonstrated by Ray R. Berndsen, sales representative, was a new model household mop two inches shorter in width than an older 10-inch model.

E. I. du Pont de Nemours & Co., Wilmington, showed their popular cellulose sponge yarn which, according to R. J. Buck, advertising manager, is no longer on allocation and now in plentiful supply. New labels are available on the company's label line, he said, each picturing one of the many uses of the yarn or cellulose sponges, to assist retailers in promoting sales.

Essential Chemicals Co., Milwaukee, presented "Trust," a new powdered detergent with

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. . . and get BETTER RESULTS From Your Pressurized Products

"Genetron" propellents are ideally suited for formulating a wide range of aerosol products . . . household, drug, agricultural, industrial . . . many others. Offering optimum vapor pressures and excellent compatibilities, they can give your product many priceless competitive advantages in terms of performance and sales appeal over products marketed in ordinary containers.

Today, "Genetrons" are the first choice of many leading aerosol fillers and marketers . . . and for good reason as you will quickly learn when you power your products with "Genetron" propellents.

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1. NON-TOXIC
2. NON-FLAMMABLE
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5. OPTIMUM VAPOR PRESSURES
6. CORRECT PARTICLE SIZE
7. CONSISTENT QUALITY
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With one of America's finest aerosol development laboratories, General Chemical is ready to offer you constructive help in the initial stages of your product development. Experienced technical representatives will discuss your formulation requirements and provide the proper "Genetron" propellent compatible with your formula and its use.

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germicidal and deodorizing properties. Now available in containers from a 19 oz. household package to 250 lb. drums, for food plant, frozen food locker plants, hospitals, institutions, etc. Distribution territory is being gradually expanded and will ultimately be nationwide, James Wheeler, announced.

Federal Varnish Div., Chicago, made first public showing of a new light-color, non-yellowing liquid floor seal, "Stay-Light," the quick drying characteristic of which eliminates room tie up and provides a perfect base for waxes, varnishes and gym finishes. John H. Lawson, president, G. E. Doerr, vice president, and George Flanagan, sales manager, directed demonstrations.

Franklin Research Co., Philadelphia. Introduced a new concentrated, high-potency, liquid wax remover, "Franklin's Ammoniated Speedsope," available in lithographed metal containers of from five to 55 gallons capacity. Richards H. Jarden, president of Franklin Distributing Co., in charge.

Fuld Bros., Inc., Baltimore, Md. First showing made of "Quick Strip," a wax and finish stripper, and "Staze," a liquid detergent hand dishwashing compound. Available in a new foolproof measuring device for dispensing both "Staze" and "Just," a sanitizing disinfectant. Visitors were told about a new private label service on "Wear Well" waxes and the new Fuld color-affect lithography service, now extended to private label aerosol products. The company's complete powder line has been extensively expanded to include new products, Jerry Cohen, in charge of advertising, said, and he revealed that the number of Associated Just Distributors handling the Fuld lines has now passed the 200 mark. Joseph Fuld, sales manager, in charge.

Hammons Products, Inc., Fort Wayne, Ind. Featured was a new unbreakable polyethylene metering dispenser for Hammons' waterless hand soap with lotion-like lanolin and glycerine. Representatives told of the "Hand Care Stations," installed at convenient locations close to workers, in factories, offices, hospitals, service stations, garages, printing plants and other types of business, for quick, economical care of workers' soiled hands without lost time for trips to distant washrooms. The soap, it is claimed, removes grime, oils, rust, inks, grease, paints, adhesives and other contaminants and leaves no undesirable sticky residue on the skin. The soap is used at Air Force bases and by the General Services Administration in federal buildings in Washington, the company states. A. H. Dickmeyer, president, directed presentation.

Harley Soap Co., Philadelphia. Featured "Creamedic," a new antiseptic liquid hand cleaner and hand lotion, combining "G-11" with a cosmetic type lanolin hand lotion, to produce what is claimed is "the only product of its type on the market." In charge were Robert E. Solly, Charles Solly and Murphy Cohen.

Hewitt Soap Co., Dayton, O. Featured "WERX," a new synthetic liquid floor scrub soap available in containers up to 55 gallons. Also shown was a new milled toilet soap in miniature, half-ounce size for motels, hotels, etc. and a new automatic dishwashing compound. Business was lively, Tom Norris, veteran salesman, said in the line of "Compliments of . . . " boxes containing either two or five cakes of toilet soap, distributed through janitor supply houses for gift use. Another popular seller, he said, was the Hewitt Gift Chest, containing ten miniature toilet cakes, four cakes of complexion soap, and one bathcake, all French milled in pine scent.

R. M. Hollingshead Corp., Camden, N. J. Displayed full line of sanitary maintenance specialties but centered attention on "Check Slip," a non-slip floor finish, containing no wax, but imparting a high luster. Applied like an emulsion wax and removable with detergents. Available since January, it was announced, is a chemical inhibitor for inclusion in corrosive liquids, to arrest corrosion in metal containers. W. L. Carolla, assistant director, industrial maintenance chemical sales, H. G. Lederer, technical service, and Curt Friday supervised demonstrations.

Hysan Products Co., Chicago, introduced "Smooth," a new waterless hand cleaner in self-dispensing container. Henry J. Brownstein, president, announced completion of a new addition to the plant to be used exclusively for filling aerosols, both for their own use and on a custom basis for others.

Illinois Duster & Brush Co., Chicago. Full line of brushes, mops, dusters, squeegees, wax applicators, etc., shown. Stress given to a new "Diamond B," toilet bowl brush comprised of a sponge to hold the solution and a plastic brush for hard scrubbing. All floor dusting mops are now made with nylon thread, John F. Hohenadel, Jr., president, said, to prevent breakdown by detergents when mops are laundered. The company is observing its Golden Anniversary, a large poster in the booth announced.

S. C. Johnson & Son, Inc., Racine, Wis. Featured was a money saving deal on three models of their floor maintenance machines through which dealers were offered discounts of $100 on two models and $50 on the third, provided orders for machines were accompanied by an order for 100 gallons of any Johnson maintenance products. Added as a free bonus was an "EZ-Lift" drum cradle. J. W. Barrett, Jr., merchandising manager, in charge.

Keystone Scent Conditioner Corp., Philadelphia, announced an improved deodorant scent

(*Turn to Page* 173)

ATTENTION

Manufacturers Non-Rubbing Floor Polishes!

GRP

Refined (Dewaxed) Bleached White Shellac is Synonymous with Quality and Uniformity!

Its Low Acid Number Requires a minimum of Alkali

Dissolves Rapidly and Completely.

Insures Maximum:

Economy	Water Resistance
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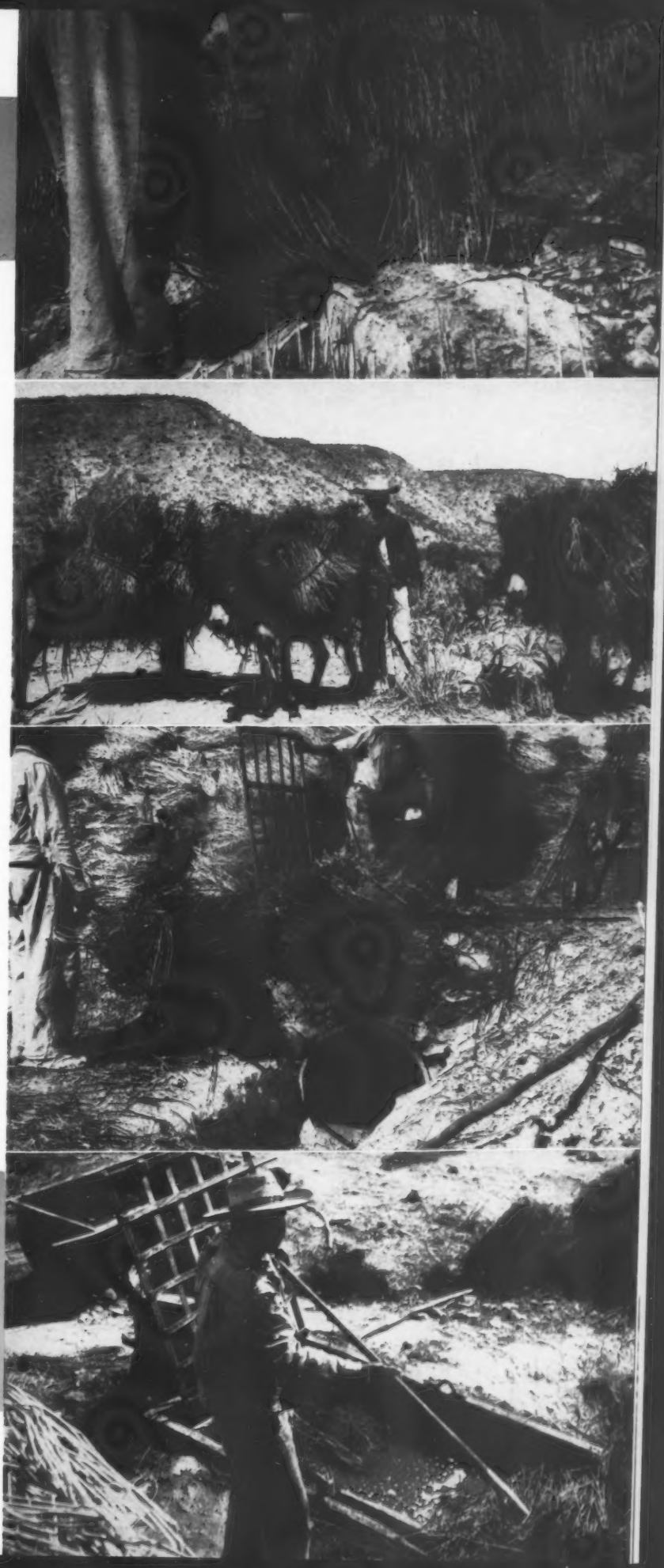
Candelilla Wax

By James D. MacNair

CANDELILLA wax, primarily a Mexican product, is obtained from a grass-like weed *Euphoribia Cerifera Alcocer* that grows in the semi-sandy soil of north and north-central states of Mexico and in the Big Bend area of Texas, north of the Rio Grande. The plant is cylindrical in shape and the wax is a protective coating found at the base of the plant to catch and hold water on the stalks so that it may be absorbed by osmosis rather than run off the plant into the ground.

The plant can be harvested all year round but is principally gathered from October to June. In vintage years, a small amount is harvested throughout the year in the southern portion of the growing area. The plant is harvested by farmers who belong to one of four principal unions, Coahuila, Durango, Nuevo Lion, Chihuahua, and one union-at-large which takes in several other states. These unions are subjected to control by the Mexican Department of Agriculture which sets quotas on how much weed may be harvested each year. The program bears a resemblance to the American farm support programs and crop regulations. Due to a serious drought in Mexico during the summer of 1953, a government order forbids any further picking until September, 1954.

The plant is harvested by

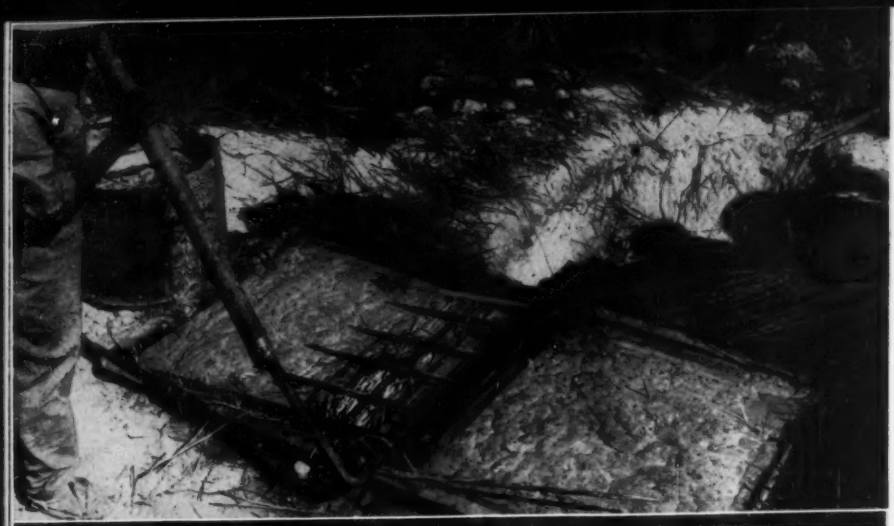


The grass-like plant from which candelilla is derived is pulled from the ground and the dirt shaken from its roots. (Top).

Plants are bundled and carried by burros to central location.

Stalks are placed in large kettle of hot water, extreme right in photo, over furnace, center bottom of picture.

Upper view of kettle in which wax is separated from plants by boiling water, to which sulfuric acid is later added.









pulling it from the ground and shaking the dirt from the roots. The plants are then bundled and carried to a central location of the particular union for the area. Here, they are stacked and dried until ready for the first stage of refining.

The stalks are placed in a large kettle and hot water is added and brought to a boil. Sulphuric acid is added to hasten the separation of the wax from the weed. A mechanical grate is employed to depress the stalks and foreign matter from the surface. As the melted wax comes to the surface it is removed by skimming and placed in a drum where it is allowed to cool. The spent weeds themselves are collected, dried, and used for fuel in the "furnace" for further refining of the wax. The "furnace" is extremely primitive, usually nothing more than a hole in the ground under the kettle where a fire is kept burning to heat the water to boiling. Sometimes, a piece of pipe is buried under the kettle to act as a firebox.

When this primitive process is finished, the crude wax, which contains about 20 percent moisture, acid and other foreign matter, is taken to one of about five control refining plants.

Here the wax is further treated by boiling in kettles with water and sulfuric acid. It is then washed with hot water and the water allowed to settle to the bottom where it is drawn off with other foreign matter. The molten

All photos Banco Nacional de Comercia Exterior, F.A. Mexico City.

Mechanical grate (top left) presses the stalks and foreign matter from the weed.

Melted wax is skimmed as it comes to surface, as shown in second photograph.

The wax is then poured into a drum where it cools, as at extreme left.

The cooled cake of wax when removed from the drum is shown at near left.

wax is then poured out on concrete floors and allowed to harden about 24 hours. The wax is then broken up into chunks and packed in bags —80 kilos to the bag. This prime crude wax, an amorphous solid which is a deep brown color, is now ready for export.

The great bulk of candelilla wax produced is consumed in the United States. Imports into the U. S. will range from approximately four million to 11 million pounds, depending on the growing season in Mexico. In 1951, approximately 4,-500,000 pounds were imported into the United States.

The wax is used in floor waxes, polishes, phonograph records, chewing gum, chocolate candy, sealing wax, paints and varnishes, carbon paper, crayons, candles, corrosion preventives, electric insulation materials, cosmetics, lipsticks, fur finish and the dental industry, to mention a few. It is used as a substitute and extender for carnauba wax. It has a melting point ranging from 153-160°F. and the final refining results in a light brown wax.

In photograph below young woman breaks up hardened wax on floor. This prime crude wax is a deep brown.



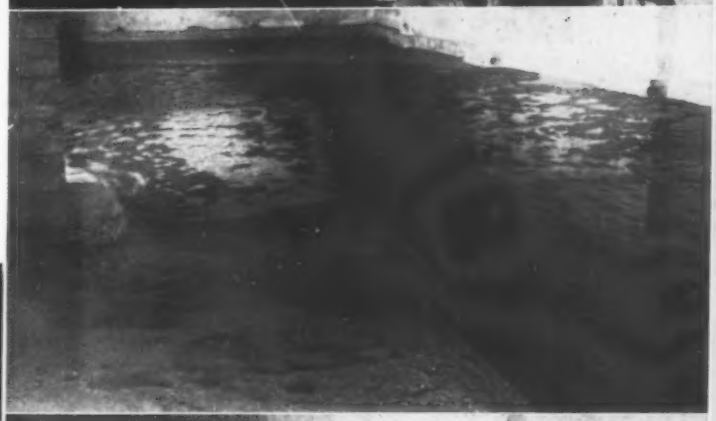
Crude wax is then taken to one of about five control refining plants, where it is further treated by boiling in kettles. (Top, right).



The wax is then washed with hot water and the water allowed to settle to the bottom where it is drawn off with other foreign matter.



Molten wax is flowed out on to a concrete floor where it is allowed to harden for 24 hours.

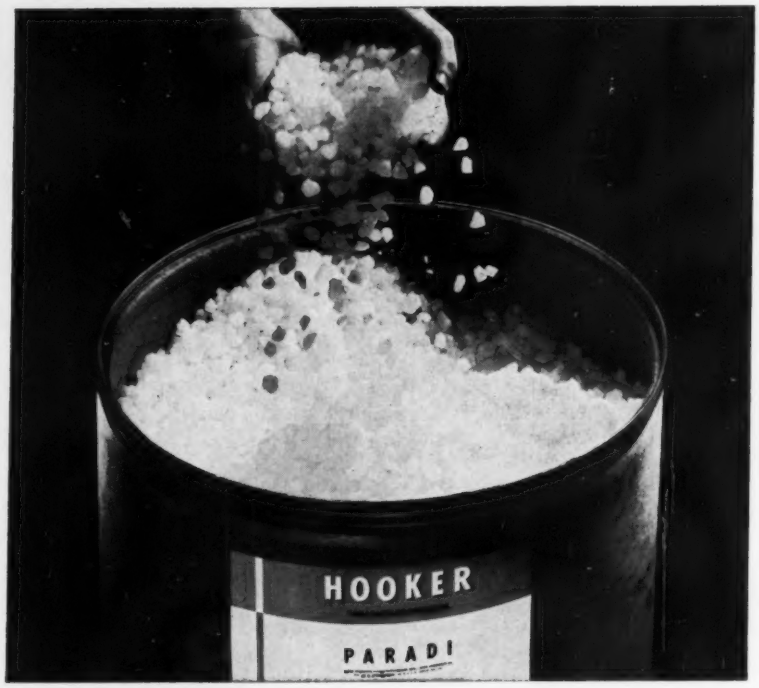


Wax is broken up by women, as in fourth photograph from top and packed in bags.



Bags containing 80 kilos of wax are shown stacked up in storage, waiting shipment.





Make more sales with sparkling PARADI®

There's an easy way to avoid dull, off-color appearance in the paradichlorobenzene products you send to market.

You can package a sparkling, snowy product – consistently – and reap extra sales as a result.

Just specify PARADI (Hooker paradichlorobenzene) for blocking, repackaging, or dissolving. Here's why:

You get only paradichlorobenzene when you buy PARADI. The brilliant crystals are *100% pure*—so pure they sublime completely, without a trace of residue.

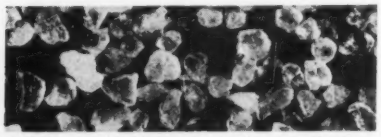
Even the clean aromatic odor of PARADI disappears quickly and completely from clothing with only a brief airing—a good sales point for your demothing products.

You can easily compress PARADI into blocks and pellets—its purity makes for rapid, efficient press operation. And you'll find it very easy to dissolve into liquid demothing sprays, for professional and home use.

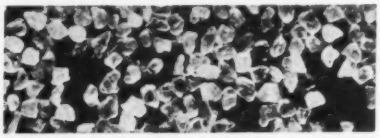
Seeing is believing . . . Now is the time to plan for sales sparkle in your products—with PARADI. Check the seven convenient crystal sizes shown here, and order a trial quantity of PARADI today.



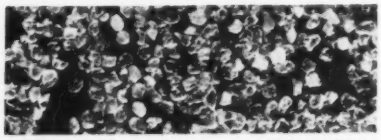
PEA No. 1—Repackage these big sparkling crystals, just as they come from the drum.



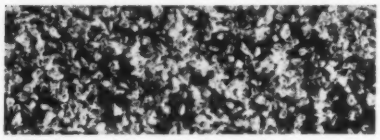
PEA No. 2—Another good size for repackaging.



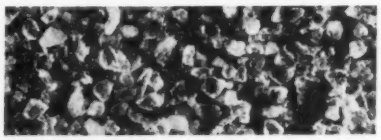
RICE No. 1—Smallest crystals recommended for straight repackaging. Many housewives prefer this finer size.



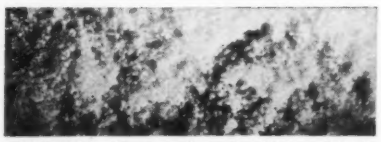
RICE No. 2—For power compressing into blocks and pellets. Exceptionally free-flowing for automatic presses where dies must be refilled rapidly.



RICE No. 3—For foot-operated presses you need a finer size like this, free-flowing but small enough to pack and compress easily.



GRANULATED—Often specified for agricultural use.



POWDERED—If you melt-and-mold into blocks or pellets, you'll save the most time with this superfine fast-melting size.

All photos actual size

Don't say "paradichlorobenzene" —just say **PARADI®**

Shipped in fiber drums—25, 50, 100, and 200 lbs. net.

From the Salt of the Earth

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HOOKER CHEMICALS

3-2601

Jobber Wrings Sales from Telephone

By Phil Lance

ONE very good sales opportunity that sanitary supply jobbers sometimes tend to overlook is the telephone. Too often jobbers regard telephone calls lightly or with downright suspicion. In many cases they pay little or no attention to telephone inquiries from other than regular customers as sales potentials. Usually it is assumed that price or product information sought by a telephone call is being solicited by a competitive jobber or by a customer checking on price. In the second instance the jobber generally will not give the caller the information he seeks. Instead, he invites the caller to visit his place of business or else wait until he is called on by one of the distributor's salesmen.

"We look at our telephone calls in a somewhat different light from most jobbers," explains Herman Goldberg, president of Carlea Janitor Supply Co., Baltimore. "To us, each call comes from someone who is definitely interested in buying. Because we cater to our customers, we give them whatever information they are seeking over the telephone. And it has paid off!"

Mr. Goldberg reasons that his competitors know his prices without calling. If they do want to obtain them, they can do so in one way or another. He feels, therefore, that he has nothing to hide from his competitors.

Since the telephone caller may not have an established source for his sanitary supply needs, or is lookfor a new one, he should be treated as a prospective customer. Therefore, everyone who calls Carlea Supply Co. is dealt with as satisfactorily as when he is personally contacted.

"If a caller is told that he can be furnished with the information he seeks only by coming to the jobber's place of business or by waiting until one of the firm's salesmen calls on him, the chances are that the caller will tell the jobber to forget it and call another sanitary supply firm," Mr. Goldberg explains. "When we give information over the telephone, the conversation can be continued and gives us a better chance to know the needs and requirements of the prospective customer.

"Of course, it may be pointed out that a customer may hang up once he knows a price or gets other information. But our experience has showed this not to be the case. In fact, some callers are so surprised to have someone talk to them freely over the phone, that they may place an order even if the price is somewhat higher.

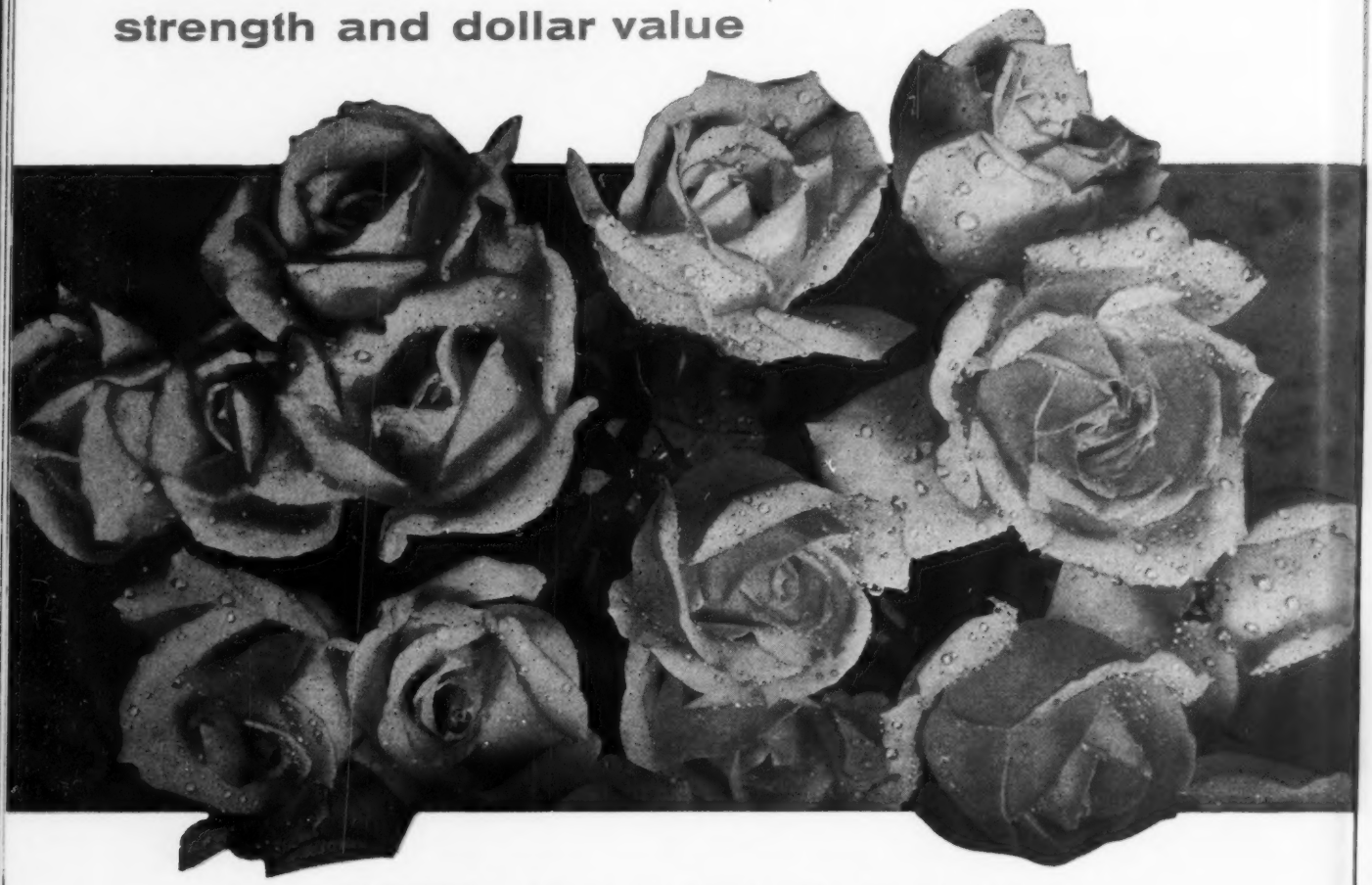
"In the main, however, we can usually discuss the situation with the customer once we have spoken to them. They gain confidence in us because we speak openly and frankly over the telephone—and not in some guarded way. Even if our price happens to be higher, or some other point may require an explanation, we are better able to work it out. So far, we have been successful in personally contacting every caller that has telephoned us because they felt that we deserved to meet them after speaking so freely on the telephone."

Handling Calls

MUCH has been said for telephone book advertising and the proper manner of answering telephone calls. But little has ever been discussed about the proper way of handling calls when they do come in. Not only do some jobbers refuse to give out information over the telephone, but many of them have poorly informed personnel answering calls. It is possible that a caller wants to talk about proper floor care or the condition of certain materials that may have been stored in a warm or cold location, or perhaps the caller wants to know if there is a chemical or cleaner for a particular job. Such questions, in addition to requests for prices, come in over the telephone every day at Carlea — and they result in business because the firm knows how to handle such calls.

Telephone inquiries mean business, Baltimore jobber finds. Such calls provide good sales opportunities.

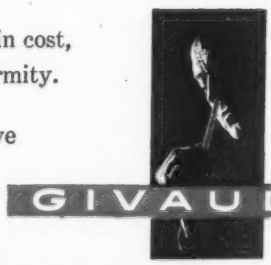
ROSYNTHIA . . . unsurpassed in lasting floweriness, strength and dollar value



ROSYNTHIA . . . a new Givaudan creation, offers tremendous value to the creative perfumer.

Developed after long study of the chemical constituents of natural rose, ROSYNTHIA has all the qualities needed in a specialty of this type . . . floral strength, odor value and lastingness. It can be used as an excellent extender or as a replacement for natural Otto of Rose and Rose de Mai Absolute, having their complementary qualities while offering a large saving in cost, plus the assurance of continued availability and uniformity.

This new development is the latest of many which have established Givaudan as a leader in the field.



Better perfume materials through constant research and creative ability

GIVAUDAN-DELAWANNA, INC.
330 West 42nd Street • New York 36, N.Y.

Branches: Philadelphia • Boston • Cincinnati • Detroit
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"First of all," says Mr. Goldberg, "the person answering the phone should be as well versed in the business as the salesmen who contact the trade. If a customer calls pertaining to a problem or situation that may have cropped up and is told that someone will have to call back to give the answer, or that they will have to call later and talk to the person who knows the answer, they become disgusted. Usually, if a person telephones for information he wants it immediately. Otherwise he could wait until a salesman calls. That is the reason why we have a very experienced employee to take all incoming telephone calls."

Phone Clerk a Salesman

MR. Goldberg regards the clerk answering the phone as a salesman. She sits in on salesmen's meetings, is briefed on new products like a salesman, examines new merchandise as it comes in, checks stocks with the rest of the personnel and is required to study all available literature of manufacturers. In fact, the telephone clerk must be even better versed in the phases of sanitary supplies than a salesman.

"In many cases, our telephone clerk is our first contact between a customer and our organization," explains Mr. Goldberg. "Not only do our regular customers call in from time to time, but others do as well. When handled correctly, our telephone clerk can arrange to have one of our salesmen call on them.

"For example, a caller may ask why a certain wax that they are using has suddenly become too thick to apply properly. Another caller may want to know if it is more economical to use cake soap or employ liquid soap in dispensers. Another may want to know how long it will take to clean and polish a floor of a certain area and what the cost of the job will be. Giving factual and helpful information over the phone cements an unseen relationship that later may become personal. So as far as we are concerned, we will give out any information over the telephone that is requested."

The sanitary supply business is continually being glamorized or elevated to more dignified levels by Carlea. Salesmen contacting prospects and customers must be high type persons who speak well and have good vocabularies. It's not only the product involved that the customer gets to know, but also the people selling it. In order to raise the standards of this business and conduct it on a dignified level, every opportunity is taken to heighten interest in sanitary supplies.



Herman Goldberg, president of Carlea Janitor Supply Co., Baltimore, looks over his display of brooms and dispensers.

A very important person in the Carlea organization is the telephone operator, who is regarded by the firm as one of its salespersons.



Mr. Goldberg looks over his stock of chemical specialties items, many of which bear the company's own label. Mr. Goldberg feels private label merchandise gives him a competitive advantage.

All products sold by Carlea bear their own private label with the exception of some nationally advertised products that they also stock. The firm has special reasons for wishing to sell almost everything that it handles under its own label.

"When a customer buys a product bearing our own label, he cannot buy it elsewhere," says Mr. Goldberg, "this builds up a demand for our products. Furthermore, it helps us to combat competition. In the sanitary supply business, one jobber competes against another in order to make a sale and prices are cut. When we sell merchandise bearing our own label, the price of our products cannot be compared with those of another. However, if we carried the same brand as a competing jobber, then the customer could play one jobber against the other to get the best price. As it is, our prices are safeguarded."

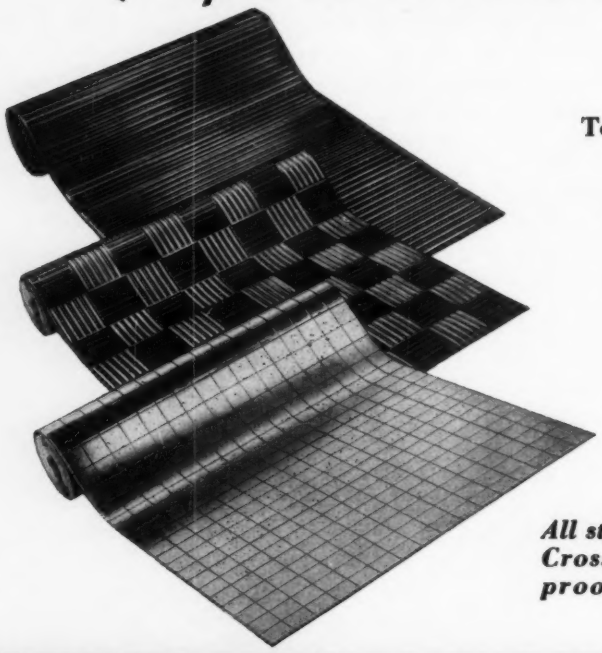
Almost all jobbers carry the general line of merchandise that the next one does, Mr. Goldberg points out. Therefore, the most important basis for doing business is by building up a demand for a certain brand of products, and promoting stronger customer ties all the time.

"Our salesmen give customers every attention required and every satisfaction demanded," says Mr. Goldberg, "and when customers know that a jobber will cooperate with them in almost every respect, their demands actually diminish. Our customers know that they are not sold on a hit-or-miss proposition. They know we want them for long term customers and so they can



Perfection in Rubber Floor Matting

means...



To gather dirt and keep it from spreading

Result is
A cleaner place with more customers

Use
Wear Proof's 50 years' experience
for quality

Wear Proof Mats pictured are:
Top: Cross-Rib Runner
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All styles available in Black, Red and Green. Cross-Rib Runner in chemical and grease proof NIRU in White and Grey only.

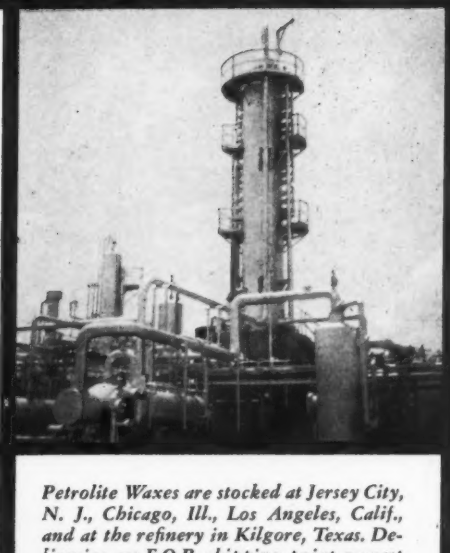
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Petrolite Waxes are stocked at Jersey City, N. J., Chicago, Ill., Los Angeles, Calif., and at the refinery in Kilgore, Texas. Deliveries are F.O.B. shipping point nearest customer.

Complete information, prices, technical data and samples are available on request.

PW2-54-2

rely on us more fully.

"For example, every time that we sell a new customer or even sell a new product to an old customer, our salesmen must check back in a day or two after delivery to find out if the products are satisfactory. Such interest on our part shows the customer that we intend to give them complete satisfaction and thus we build up their goodwill.

"Many times, a customer may purchase a new product from us and not be pleased with the results because they did not use it correctly. Our salesmen will gladly make a rush call on that customer and demonstrate the right way to use the product. Service such as this builds up lasting customer ties."

Limits Promotional Work

CARLEA feels that its best promotion is the personal contact between the customer and the firm. Carlea seldom does any mailings, relying mainly on stuffers inserted in bills. The company feels that customers have little time to spend on such material. Their main contact with prospects and customers is over-the-phone, which is the reason why so much emphasis is given to telephone conversations.

Carlea has several listings in the classified section of the telephone book to interest prospective customers. These listings are under janitor supplies, sanitary maintenance, floor machine rentals and sales, paper products and others. The telephone number of the firm also stands out boldly on the panels of its delivery truck.

Each of Carlea's salesmen has approximately 200 customers on whom he calls regularly. Carlea salesmen devote their efforts in and around Baltimore proper because they feel that there is plenty of ground to be covered in their own backyard. Any salesman who cannot sell a prospect within a six months period must turn that prospect over to another salesman—and this usually does the trick. In some instances, no matter what a salesman does he is unable to sell a prospect. Yet another saleman may take over the account and it will become one of the jobber's best customers.

Floor Machine Specialist

MR. Goldberg's own forte is selling floor machines. Even though all salesmen may rent or sell them, Goldberg likes to handle this business personally. "We never discuss the price of a floor machine with a customer until we can show them in black and white, how the use of the machine will save them money," says Mr. Goldberg. When a customer shows an interest in a floor machine, we get them to tell us how much they pay for labor. Because this is about 90 percent of the total cleaning cost, we show them how much time and labor a floor machine can save. This is usually the clincher in a floor machine sale."

On the other hand if a customer is told immediately that a certain machine costs $300 or even $200, they immediately raise objections to buying it. But by showing the customer how much money he is saving each time he uses the machine, he sees how it pays for itself and actually saves him money.

Mr. Goldberg likes to cite the example in which it took two employees of one of his customers a full day to wash and wax a certain floor. The task was performed weekly. The customer was shown how one employee with the aid of a floor machine could do it in half a day, thereby saving a-day-and-a-half-pay. This more than covered the monthly payments to finance the payment for the machine, and thus a sale was made.

Carlea tries to simplify its own internal methods of conducting its business as much as possible, so that more time can be spent on sales. One of the paperwork details that has been cut and has also saved the jobber money, is the policy of paying invoices rendered by the manufacturer.

By paying invoices as they arrive, this jobber does not have to set up an accounts payable ledger. As soon as the invoice is paid, the date payment was made is marked on the duplicate invoice and filed under that manufacturer's name.

This not only saves additional record keeping but has other benefits. First of all, when manufacturers are paid promptly, they look upon the jobber as a good customer and they will go out of their way to satisfy him. Furthermore, by paying invoices promptly, this jobber is able to take advantage of discounts offered for prompt payment. They are not overlooked.

"Discounts enjoyed through prompt payment of invoices actually amount to unseen profits for the jobber," says Mr. Goldberg. "Why shouldn't they be taken advantage of? In fact, some of the discounts that a jobber can take amount to more than the interest on loans of the same amount as the invoice. So we cut internal paperwork and add unseen profits to our business by paying on invoices."

A cost wheel maintained by the clerk approving payments on invoices helps to keep everyone informed of price changes and fluctuations. This is a small index wheel that has a card for every manufacturer and product purchased by the jobber. As invoices are OK'd for payment, the card is checked against the price on the invoice and changed, if necessary. This change is also recorded on individual slips that are given to salesmen so that they can make price changes in their own records. In this way, there is no conflict of price anywhere in the organization.

A special shelf type of fixture has been constructed where all types of product literature is retained. This is called the library. Salesmen replenish their supply of literature each day before leaving. The information is used constantly by the telephone clerk.

"When a customer calls to ask questions about certain products, our clerk can usually pick up something in the library that will answer the customer's question,

(Turn to Page 187)

Pressure packagers

Vaporizer and chemical specialty manufacturers

Wyandotte offers you these advantages when you buy LINDANE:

1. A free-flowing, easy-to-handle product, competitively priced—chemically stable and readily formulated into solutions or powders.

2. Rapid delivery, in any quantity, from strategically located regional plants and warehouses. DDT (technical) and fumigants also available.

3. Technical assistance of an experienced entomologist.

4. Constantly high quality products from a basic producer of chemical raw materials for 64 years.

We will be pleased to receive your requests for prices, technical assistance, delivery data, or information on other problems you may have. Your inquiries will get prompt attention. Just fill in the coupon and mail today, or address a letter to: *Wyandotte Chemicals Corporation, Dept. SS, Wyandotte, Michigan. Offices in principal cities.*

Wyandotte CHEMICALS

Wyandotte Chemicals Corporation
Dept. SS, Wyandotte, Michigan

☐ Please wire current price quotation on Lindane.
☐ Please send Lindane sample.
☐ Have representative call.

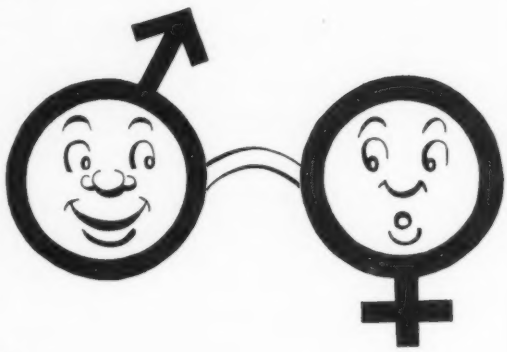
Name_____

Firm_____

Address_____

City_____ State_____

What's in Vogue



in

BIOLOGICAL TESTING

Trends in the current demand for biological testing programs are frequently evident to an independent laboratory such as Foster D. Snell, Inc., which offers a variety of such services. These are the procedures most in demand at present:

MICROBIOLOGY:

Test of fungicidal agents and of the mildew resistance of a wide variety of materials.

DISINFECTANT FORMULATION:

"Use" tests, related to service conditions, for comparison with phenol coefficient values.

TOXICOLOGY:

Screening procedures for determining relative industrial hazard, or as a guide in precautionary labeling.

CLINICAL and CONSUMER TESTS:

Programs with human subjects in which the psychological factors are investigated.

ODOR and FLAVOR EVALUATION:

Sensory panel methods for the investigation of such problems — the "objective" reaction versus the "subjective" "reaction".

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CHEMISTS · ENGINEERS

What's New

(*From Page* 161)

block containing "K-29," to impart longer life to the deodorize block used in the company's Keythol electric deodorizer. A Westinghouse clock-radio was given away to the person guessing most closely the number of scent blocks in a large plastic bag. Henry Hellyer, Jr., sales manager, in charge.

Kleenette Mfg. Co., Chicago, showed its line of metal scouring sponges and announced that in about another 60 days two new products will be added to the line. K. W. Zimmer, president, and Mrs. Eleanor R. French, secretary of the firm, headed the demonstrators.

Kurly Kate Corp., Chicago, featured three new continuous-ribbon, metal sponges of either stainless steel, bronze or stainless nickel silver. Ed D. Matz, president and Herbert F. Tiffen, sales manager, in charge.

Laitner Brush Co., Detroit, made the first showing of a new "Laco" heavy duty car spray fountain brush with fibers mounted in a one-piece rubber block and equipped with a polyethylene attachment on handle, holding eight ounces of a liquid detergent that is released by finger tip control. E. Carter Laitner, sales manager, and Wm. Laitner, advertising manager, in charge.

Frank Miller & Sons, Chicago, manufacturers of sweeping compounds and dust mop treatments, stressed a new "Quix-weep" emulsified solution for dust mops, yarn brooms and dust cloths, which was placed on the market late last year. George Bruesch, sales manager, in charge.

Moore Bros. Co., New York, showed 27 models of their dispensers for liquid, lather and powdered soaps and announced the availability without charge of a display board for dealers purchasing a certain number of dispensers. Martin J. Peters, vice-president, in charge.

Moran Brush Mfg. Co., Hamden, Conn. Four new brushes were shown: (1) a plastic garage broom, which is not affected by gasoline or moisture; (2) a factory broom in 12 to 36 inch widths with a steel wire center to handle heavy dirt, black tampico fibers for coarse dirt and an outer casing of horse hair and saran for fine dirt; (3) a white Shalan or Swiss block for hand scrubbing of milk cans; (4) a black and white plastic fiber floor brush with heavy center and of outstanding eye appeal derived from the white fibers. The company, which has specialized in brushes for 85 years, is headed by Miss Lillian Moran, who was present with her sales staff.

G. H. Packwood Mfg. Co., St. Louis. New "Pax Hel-Cat" metal cleaner shown, of either alkaline or emulsion type to be sprayed or brushed on surfaces or used in a soak tank in industrial, railroad, refinery or other like applications. Also a new "Pax" hecto ink cleaning cream in tubes, cans, pails and drums, for easy, quick removal of duplicator ink stains, typewriter ribbon and carbon paper smudges. A. J. McLaughlin and Richard G. Maus, regional managers, in charge.

Peck's Products Co., St. Louis. Five new products shown: (1) "De-Wax" for removal of old built-up wax, contains no ammonia or pine oil; applicable to all types of floors; (2) "462 Fluff," a hand dishwashing compound; (3) "Pepcol 60", a concentrated detergent cleaner with built-in viscosity, perfume, color and sequestering agent; (4) "Peck's X-50", toilet bowl cleaner; (5) "Zoneaire", deodorant block, which can kill spore-caused odors in rest rooms. Leo G. Peck, vice president and L. W. Peck, secretary-treasurer, in charge.

Ponsell Floor Machine Co., New York. Showed a new 16-inch heavy duty noiseless floor scrubbing machine with a 4¾ gallon tank and an 18-inch squeegee and having a 72-inch static water lift. R. A. Ponselle, president and sales manager, in charge.

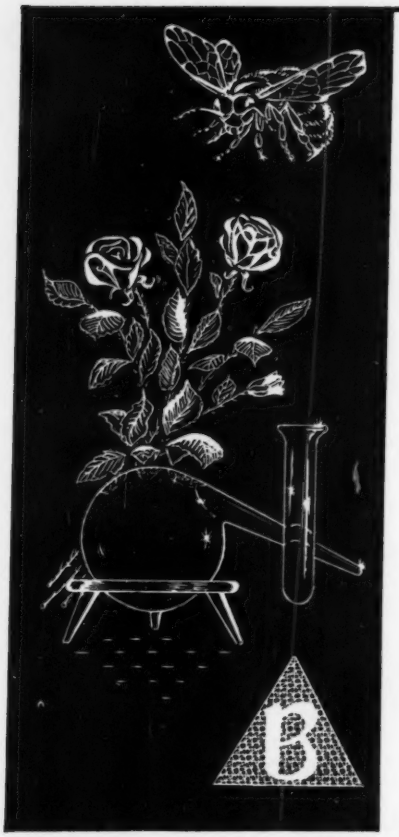
Puro Co., St. Louis, Mo. Three new chemical specialities shown: (1) "Sana-Kleen, T-77", toilet bowl cleaner in cake form, for placing in flush tank; (2) "Sana-Air", wick type room deodorant; (3) "Miracle" moth balls. W. Howard Zachritz, sales manager, said the company is now handling as jobbers, a line of sand and water cigarette urns.

Rapids Machinery Co., Marion, Ia. showed their "Marion" mixer and a smaller Marion pre-mixer for batch mixing of dishwashing compounds, powdered hand soaps, sweeping compounds, etc. Demonstrations made by Vance J. Coleman, proprietor.

Rex-Cleanwall Corp., Brazil, Ind., made first showing of a new 14-inch light weight high speed scrubber with adjustable handle, recently added to their extensive line of floor maintenance equipment of all types. James H. Longshore, president, in charge.

Silver Creek Precision Corp., Silver Creek, N. Y., made first showing of a small model "Micro-sol" fogger-duster, for control of mosquitoes, plant and cattle insects, and other flying insects. The device is being widely used, he said, by municipalities and on government air bases for mosquito control. Lawrence Schmitt, president, headed sales staff.

Solvay Sales div., Allied Chemical & Dye Corp., New York. Presented "Orthosolv", a new emulsified orthodichlorobenzene solvent for grease; miscible in water, used for floor scrubbing and recommended as a garbage deodorant and for other uses. F. Boehm, sales manager, New York, and G. V. Bates, Jr. Chicago sales director, in charge.



Perfection in
Quality
and
Stability



W. J. BUSH & CO., Inc.

Essential Oils

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CUT COSTS - INCREASE PROFITS

with

TRI-O-GLOSS EMULSION PASTE WAX

Specifically prepared for use on asphalt tile, rubber tile and composition floors. Recommended wherever solvent type floor wax cannot be used. Prevents bleeding of colors, pitting, and softening of rubber composition and asphalt tile.

Hard Facts That Sell TRI-O-GLOSS EMULSION PASTE WAX ! ! !

- Bears Underwriters' Laboratories seal of approval as an anti-slip floor treatment material.
- Saves work — cleans, polishes and protects floor in one operation.
- Spreads evenly and smoothly.
- Lasts longer — does not easily mar, crack or scratch.
- Economical to use — approximately one tablespoonful will wax three square yards.
- Made with the finest available waxes, under strict laboratory control.

Packed in 20 oz. cans — 5 lb cans — 35 lb. pails
Send for samples and further information

TRIO CHEMICAL WORKS, INC.

341 SCHOLES ST. BROOKLYN 6, N. Y.

Standard Coffee Co., Inc., New Orleans, presented its line of liquid soaps, disinfectants, and water emulsion waxes, manufactured by its industrial products division for the past 2½ years. The company distributes coffee, primarily in house to house sales, and developed the sanitary chemical line to diversify and expand its operations. Appearing at the NSSA show for the first time, John Clark head chemist, and Kenneth B. Thompson, Jr., sales promotion manager, announced that the industrial division is now further expanding bulk distribution through sanitary supply jobbers.

Sterwin Chemicals, Inc., New York, made an advance showing of a new polyethylene container to hold their "Roccal" sanitizing agent, whose use on about 50 percent of Sterwin products will start about May 1. The container, of five gallon capacity, is believed to be the largest made to date from this popular plastic. It will be provided with a heavy over-pack and, being unbreakable, should prove cheaper than the older glass containers used, said Edward P. Hassler, sales manager.

M. D. Stetson Co., distribution affiliate of the Strapavac Co., Boston, Mass., demonstrated a new portable vacuum cleaner for janitor use. The unit is strapped on the operator's back to permit him to move freely. A ¾ H.P. motor and dust bag are housed in a unit, 14 x 14 x 7½ inches and weighing 10 lbs. Power is provided through an extension cord plugged into any outlet. Suction through the floor brush or other accessory cleaning attachments, is rated at 56 inches water lift. The cleaner has been on the market for one year, Max Stetson, sales manager, said. Until now distribution has been confined to the New England states but is to be expanded through jobbers lined up at the Chicago show. The Stetson company also manufactures a line of liquid soap, detergents, cleaners and waxes.

Superior Rubber Mfg. Co., Chicago, made their first showing of a new "No-Trax" rubber carpet tread, designed and fabricated to resemble a broadloom carpet. It will be available in 24, 27, 36 and 48 inch widths, Wm. F. Plowfield, eastern regional sales manager, said.

Shown in the booth as an unusual curio was a "Pneu-Mat" golf mat used for 12 years in a club house locker room, which showed no signs of damage from golfers' spiked shoes. This long wearing quality, C. J. Wood, president, explained, is due to the resilient basket weave construction of the mat.

Uncle Sam Chemical Co., New York, made first showing of a new "Non-Skuff" floor wax compounded with a vinyl type resin, for use on any type floor. It maintains a bright luster after application, will not scratch or scuff and is not affected by freezing, Herman Schwartz, sales manager, claimed. Also presented was Uncle Sam's private label service on the company's maintenance chemicals.

James Varley & Sons, Inc., St. Louis. Presented a "Spearmint" aerosol, also the following four other new products, shown for the first time: (1) "Varco Pine", a pine oil disinfectant; (2) "Varco" chlorine tablets, packed 100 to a jar; (3) "Varco" chloramine tablets, packed 50 to a jar; and (4) "Junior Q-Tabs", same formulation as the regular quaternary ammonium "Q-Tabs", but making only one gallon of sanitizing compound, instead of the 2 gallons made by the older tabs. Jack C. Varley, president, James G. Varley, sales manager, and Walter Landwehr, plant manager, directed activities of a large field staff.

T. F. Washburn Co., Chicago, made first showing of "Lock Step," a protective coating, developed for maintenance of hard grease-proof asphalt tile floors. Emphasizing the promintently displayed sign "No Monkey Business, Please," "Mac" Magee, vice president of Washburn and a past president of NSSA, had a small caged monkey at the exhibit.

Wear Proof Mat Co., Chicago, made first showing of a cross rib runner, 48 inches wide, which, said Herbert Soellner, was shown by a consumer survey, to be preferable to previous standard 36 inch width. Stress was also given Wear Proof's popular "Niru" shad-o-rug, a synthetic, grease and chemical proof rubber mat sold for many years. Miss C. A. Metzelder, president of the company for two years, directed the sales activities.

Windsor Wax Co., Hoboken, N. J., had on their list of new products a "Wintone No. 245" wax which cleans, polishes and protects vinyl floors only; "Win-coat" glossy antislip floor finish; "Hi-Shine" long lasting, hard resin wax for elevator floors; and "Windsor No. 88," a new anti-slip water emulsion paste wax, for asphalt tile and rubber floors only. Jacob Kahn, president, and Louis Kahn, vice president, in charge.

Wyandotte Chemicals Corp., Wyandotte, Mich., made first showing of a new rug shampoo for on-location machine application or for hand use on small areas. Featured also was the new "Dual-Pak" container with polyethylene inner bag for packing Wyandotte's dishwashing, sanitation and maintenance products. In charge were Howard Hastedt, Chicago area manager, J. E. Everhart, Chicago sales supervisor, Walter Heft, technical service, and Fred King, manager, food and beverage sales.

Zimmerman Brush Works, Chicago, made first showing of "Steel-Grip" a shed-proof metal-backed counter brush for food shops and retail stores. Mike A. Zimmerman, vice president, in charge.

Buckeye DYSH

FOR HAND DISH WASHING

CONCENTRATED LIQUID DETERGENT



INSTANT SUDS IN ANY WATER

HIGHLY ECONOMICAL

IT'S CONCENTRATED

QUICKLY REMOVES GREASE and SOIL

Proven highly successful in all types of food servicing and processing plants where there is hand dish washing. Dysh is economical—only ½ ounce to a gallon of water! It's easy on hands and skin. For the best results use Dysh with patented Buckeye Dyjet, the outstanding faucet dispenser with finger-tip control!

DAVIES-YOUNG SOAP COMPANY DYSH
P. O. Box 995, Dayton 1, Ohio

☐ Send free sample ☐ Have your representative call
☐ Send further information

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D-Y QUALITY SINCE 1844

The DAVIES-YOUNG Soap Company
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MAINTENANCE MEN

Snatch up dust
QUICK—EASY
with
the wonderful

BIG X SWEEP MOP



BIG X — the most amazing performer ever created for fast, thorough dust removal. Doubles labor efficiency. Just once over—lightly—and the floor is like new! A durable giant in a range of widths from 1 to 5 feet! (Can be removed from block for washing.)

and for wet mopping:
Our nationally-famous

VICTORY WET MOP



Thousands of maintenance men use only VICTORY MOPS for wet-mopping. They know from experience the VICTORY with its sturdy, heavy-duty yarn, is in a class by itself for quick pick-up, for durability, for true economy . . . Try it and you'll agree enthusiastically!

HOLZ-EM APPLICATOR

This applicator seems to have no sales limit! Used by more professionals than any other . . . HOLZ-EM is constructed of sheepskin especially selected for correct wool-texture. Assures even-spreading of wax, seals, varnish, etc., to any type of floor.

Order these AMERICAN STANDARD products from your regular supplier. He has them—or can get them for you. If not, write direct for complete details and prices.

"TOPS IN MOPS"
AMERICAN STANDARD MFG. COMPANY
Incorporated 1908
CHARLES E. KREBS and WALTER O. KREBS
2515 S. GREEN STREET • CHICAGO 8, ILL.

News

Sales Award to Lever

J. Gordon Lever, a sales representative for A. Schrader's Son Division of Scoville Manufacturing



J. Gordon Lever

Co., Brooklyn, was among those honored at the Distinguished Salesman Award Banquet held recently at the Hotel Waldorf Astoria, New York. Mr. Lever, who covers northern New Jersey, New York State and northeastern Pennsylvania for the Schrader Division, was presented with his distinguished service award by James A. Farley, chairman of Coca Cola Co., and former Postmaster General. The program was sponsored by the Sales Executives' Club of New York.

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Hollingshead 25c Dividend

A regular quarterly dividend of 25 cents a share on its common stock was declared Mar. 15 by directors of R. M. Hollingshead Corp., Camden, N. J. The dividend is payable Apr. 15, to stockholders of record March 31.

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Spandy Agrees With FTC

Spandy, Inc., West Orange, N.J., and its officers, Leo Roon, Joseph H. Louchheim, and C. N. Coughlan, have agreed with the Federal Trade Commission to refrain from representing that "Spandy" disinfectant kills all germs or kills harmful germs that other products let live. The stipulation also calls for an end to claims that laboratory tests prove Spandy has germ killing properties superior to those of competing products when such tests have been conducted in a manner which cannot reflect the true relative germ killing properties of the products tested.

Representations that the product is safe or harmless may be used only if accompanied by the qualification "when used as directed."

The stipulation says the company (now known as Dosalac Chemical Company, Inc.) has sold its interest in the trade-mark "Spandy," together with the goodwill of its business relating to the sale and distribution of the product.

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Joins Powell Division

The appointment of Gerard D. Baerman as northeast regional sales manager of the Powell Division, Mathieson Chemical Corp., New York, was announced recently. At the same time the firm announced that A. E. Collazo has joined the export department of the Powell division in an executive capacity.

Mr. Baerman was formerly northeast sales manager for Geigy Chemical Corp., New York, and

Gerard D. Baerman



prior to that was in sales work for Shell Chemical Corp., New York. During World War II, he served as an officer in the U. S. Army Corps of Engineers. He received his B.S. degree in plant pathology from Rutgers University.

Mr. Callazo was formerly



A. E. Collazo

purchasing agent and export manager of the Agricultural Division, Geigy Chemical Corp., and during World War II he served as a navigation officer in the U. S. Navy. He is a graduate of New York University.

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Pennsalt Offers "NeoFloor"

A skid-proof surface-coating for concrete, wood and metal floors in places where oils, greases and chemicals create safety hazards and maintenance problems was introduced recently by Pennsylvania Salt Manufacturing Co., Philadelphia. "NeoFloor" is a grit-like material anchored in a matrix of neoprene and bonded to the floor with an adhesive primer, according to Robert R. Pierce, sales manager of the firm's corrosion engineering products department. Primer and coating are supplied in liquid form for application with brush or roller.

The product is said to be highly resistant to fumes, spillage from acids, alkalies, salt solutions and solvents at temperatures up to 200°F., to be waterproof, and impervious to oils and greases. The coating is easily cleaned with commercial detergents and cleaners.

Whip up Soap Sales...



with the #450 LATHER DISPENSER!

Here's an inexpensive lather dispenser that's sure to whip up soap sales! It's the Moore #450 and it delivers billows of lather from liquid soap. Customers like its economy and convenience — lather doesn't roll off hand or slip through fingers. It's sturdy — it's neat — it's easy to keep clean. Valve mechanism won't leak or clog. Chrome-plated parts won't stain or corrode. Smartly designed opalescent globe. Lock-top metal cap. Guaranteed against mechanical defects. It's a SURE soap seller!

Write for Prices and Catalog

MOORE BROTHERS COMPANY

101 WARREN STREET NEW YORK 7, N. Y.

Quality-proven Soap Dispensers & Dispensing Equipment

Attention:

MANUFACTURERS OF POLISH

What do you look for in a hard wax for solvent-type polishes?

- ☐ High gloss
- ☐ Solvent binding power
- ☐ High-melting point
- ☐ Non-tackiness
- ☐ Compatibility with other ingredients

DURMONT 500

LIGHT REFINED MONTAN WAX

gives you all these

plus

GREATER ECOMONY
READY AVAILABILITY
STEADY COST

DURA COMMODITIES CORP.
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Please send pamphlet describing DURMONT 500; also formulations for

- ☐ Paste Polish
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NAME .....
STREET .....
CITY .....
(Please attach coupon to your letterhead)

Advance J. B. Dienna

J. B. Dienna, formerly head of the sanitary section of the agricultural and sanitary chemicals



J. B. Dienna

department of Rohm and Haas Co., Philadelphia, was recently placed in charge of the company's office in Kansas City, Mo. He is responsible not only for office management but also for sales of sanitary and agricultural chemicals in middle western and Rocky Mountain states.

Mr. Dienna received his degree in chemistry from Pennsylvania State College and joined Rohm and Haas in 1936. He has been with the firm continuously since then with the exception of three years during World War II when he served as a naval officer. Prior to the war he was chiefly concerned with the sale of leather chemicals. Following his discharge from the navy, he became assistant head of the sanitary section of the agricultural and sanitary chemicals department. Later he was advanced to head of the section.

Active in the affairs of the Chemical Specialties Manufacturers Assn., Mr. Dienna served on the publicity committee of C.S.M.A.

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Don King at YPO School

Donald M. King, president of Masury-Young Co., Boston, attended the annual school for presidents at Boca Raton, Fla., conducted by the Young Presidents' Organization, Mar. 8-14. The sponsoring organization is made up of men who became presidents of substantial corporations by the time they were 39 years old. Vice-president Richard M. Nixon, one of the youngest men ever to hold that office, spoke at the meeting.

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Rubber Floor Publication

"How You Can Lay a Rubber Tile Floor" is the title of a folder published recently by the Rubber Manufacturers Association, New York. Instructions on rubber floor maintenance are included in the pamphlet which is available free.

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Miller Bill Goes to House

The Miller pesticide bill (H. R. 7125) was approved unanimously by the house interstate commerce committee on March 8 and sent to the House floor for passage. The measure was expected to be taken up under special rule within a week or 10 days and sent on to the Senate for concurrent action.

The purposes of the bill, according to its sponsor, Rep. A. K. Miller of Nebraska, are to require tolerances for pesticides remaining on raw agricultural products when they enter marketing channels and to meet the problems of spray residues, resulting from the many new pesticides now being used in agriculture.

According to Lea S. Hitchner, secretary of the National Agricultural Chemicals Association, the bill is not in conflict with Federal Insecticide, Fungicide and Rodenticide Act, has no effect on the field of animal serums and drugs.

Establishment of a system of fees to be imposed on the industry to defray the costs of administering the new law was urged in a letter by Nelson A. Rockefeller, undersecretary of the Department of Health, Education and Welfare. Mr. Hitchner said that if it is the administration's policy to impose fees for all services to industry, pesticide manufacturers would have no objection. But they would object if agriculture was to be singled out among the various government services for payment of fees.

Pullen Joins Schrader's

Howard T. Pullen recently joined A. Schrader's Son Division of Scoville Manufacturing Co.,



Howard T. Pullen

Brooklyn, as a sales representative covering Kansas, Nebraska and Western Missouri. He is making his headquarters in Kansas City. A paratrooper during World War II, Mr. Pullen served in the European theatre and participated in the Normandy invasion of France. After his discharge, the resumed his selling career in the New York and New England territories.

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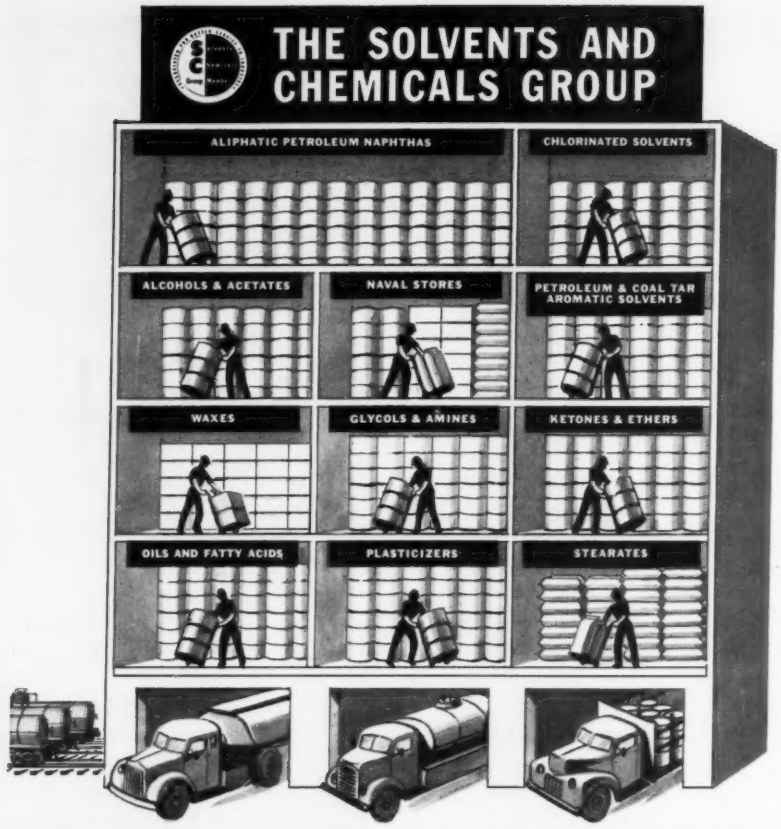
Amer. Dispenser Secretary

The election of Miss Marian Williams as secretary of American Dispenser Co., New York, was announced recently by Burton L. Feinson, general manager. Miss Williams has been associated with the soap dispenser manufacturing firm for the past five years as office manager.

—— ★ ——

Mosquito Control Session

Discussions of new granular insecticides for airspray work, new organic phosphates, mosquito resistance, and toxicity of insecticides to man and animals, were the highlights of a joint meeting of the American Mosquito Control Association and the New Jersey Mosquito Extermination Association, held March 9 to 11 at the Haddon Hall Hotel, Atlantic City, N. J. Mosquito control experts from England, Canada, British Guiana, and Trinidad attended the session.



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for solvents and chemicals

Order what you need, when you need it, in the quantities you want . . . *all in one order*. That's the new "department store" system of distribution that's exclusively yours from the 15 service locations of the Solvents and Chemicals Group.

Need a tank truck of naphthas, 5 drums of chlorinated solvents, a mixed transport of alcohols and acetates? Just call . . . and you get delivery within 24 hours in most cases. What's more, in many instances, several products can be combined in one order to obtain lower prices. America's leading producers rely on members of the Solvents and Chemicals Group to distribute their highest-quality products.



You save on inventory, warehousing and insurance by letting Group Members supply your needs from local stocks. Investigate this convenient source of supply. Call your nearby Member in the cities listed below or write

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HOUSTON, Orchard 6683
DETROIT, WAlnut 1-6350
TOLEDO, Jordan 0761
WINDSOR, Ontario, 4-4378
MILWAUKEE, GReenfield 6-2630
GRAND RAPIDS, Grand Rapids 5-9111

Geigy Appoints Whitten

The appointment of M. H. Whitten as state sales manager of Maine was announced recently by Geigy Agricultural Chemicals Division of Geigy Chemical Corp., New York. Previously Mr. Whitten was assistant sales manager of the farm supply department of the Maine Potatoe Growers Cooperative.

A resident of Presque Isle, Mr. Whitten is making his headquarters at Geigy's office in Houlton, Me. He served in the Air Force in the United States and Europe for five years during World War II, and is a graduate of the University of Maine, where he received his B.S. in agronomy in 1941.

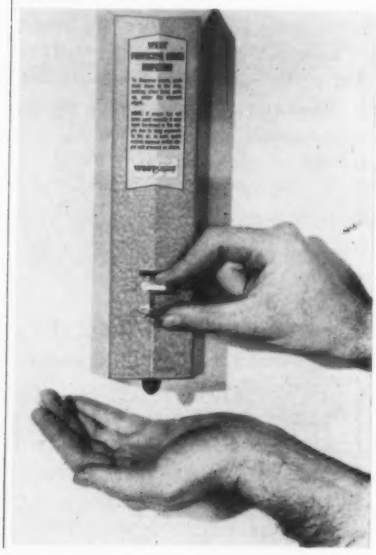
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Continental Names Steege

Milton A. Steege was recently named credit manager of the Baltimore credit district of Continental Can Co., New York, to succeed Nelson Schuster who will retire this year. Mr. Steege joined Continental in 1948 as credit manager of the Seattle District. Prior to his new position, he was assistant manager at Baltimore.

—★—

New dispenser for antiseptic protective creams announced recently by West Disinfecting Co., Long Island City, N. Y. It is designed for use by industry and institutions to protect workers against dermatitis. The sturdy unit, which is said to be tamperproof, accomodates a 12-ounce tube of antiseptic protective cream.



Atlantic Research Expands

The aquisition of 10,000 square feet of additional floor space to meet recent expansion needs was announced recently by Atlantic Research Corp., Alexandria, Va. The addition increases total laboratory and office space to 45,000 square feet. The firm also operates field experimental and pilot plants in additional facilities on a 600 acre tract near Gainesville, Va. An existing building in Alexandria has been extensively remodeled and modernized to provide air-conditioned facilities for headquarters offices and some of the key technical staff.

Atlantic Research Corp., which was organized in 1949, and now has a technical staff of about 70 graduate scientists and engineers, with an approximately equal number of technicians and other supporting personnel, primarily does contract research and consulting work. Its Kilgore Chemicals Division manufactures the chemical deodorant "Metazene", and is actively engaged in the development of new insecticides, deodorants and other physiologically active organic compounds.



Newly expanded headquarters of Atlantic Research Corp., Alexandria, Va.

— * —

Monsanto Names Weil

The appointment of Elmer L. Weil as product sales manager of "Rez", synthetic resin sealers and finishes, was announced recently by R. Allan Gardner, sales manager of the agricultural chemicals and surface coatings department of the merchandising division of Monsanto Chemical Co., St. Louis. Mr. Weil succeeds Sam Mullin who has been named western regional sales manager for the division.

Donald D. Reichert, salesman in the Chicago district, replaces Mr. Weil as manager of the Atlantic district with headquarters in Philadelphia.

At the same time, Mr. Gardner announced that J. E. Phalon, now manager of the southeast district, becomes manager of the northeast district with offices in New York City. J. W. Schinzing, Jr., salesman in Dallas, Tex., has been named to succeed Mr. Phalon in Atlanta.

Proven-Quality Steel Pails and Drums For Soap and Sanitary Chemicals

Vulcan Pails and Drums (1 to 8 gallon sizes) are regularly used by leading Chemical Manufacturers and Processors throughout the South. Their *proven quality*, the wide range of sizes and styles — the *fast personalized service* — assures you of a *reliable* source of supply. These fine Shipping Containers fully comply with all Standard Specifications. *They insure dependable protection for your products.*

OPEN-HEAD LUG-COVER PAILS and CLOSED-HEAD DRUM-TYPE

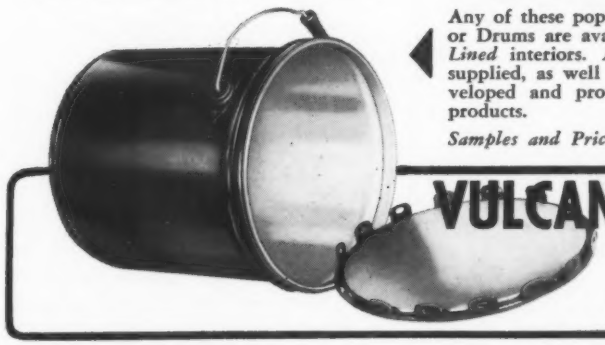
These dependable containers are available in Open-Head Lug-Cover and Closed-Head styles — and can be furnished with plain cover, or with any of the popular Pouring Openings — Screw Cap and Seal, UPressit Cap and Seals, with Pull-up type. Spouts or with the popular Rieke Flex-Spouts.



HI-BAKE LININGS

Any of these popular sizes and styles of Pails or Drums are available with *Proven Hi-Bake Lined* interiors. All popular Linings can be supplied, as well as some Special Linings developed and proven for many hard-to-hold products.

Samples and Prices Gladly Furnished!



VULCAN STEEL CONTAINER CO.

P. O. Box 786 • 3315 N. 35th Ave.

BIRMINGHAM • ALABAMA

Peters Joins Warwick

H. C. Whittemore, Jr., vice-president of Warwick Chemical Co. division of Sun Chemical Corp., Long Island City, N. Y., recently announced the appointment of Isidore Peters as technical sales representative in the New York, New Jersey and Pennsylvania area.

Previously he was associated with Dexter Chemical Corp., New York, Tex-Chem Co. and Metro-Atlantic Corp., Providence, R. I., in various sales capacities.

In addition he has served as chief research chemist for a dye works and as organic research chemist for the National Advisory Commission for Aeronautics.

—— ★ ——

CSC Moves in St. Louis

The St. Louis district sales office of Commercial Solvents Corp., New York, was moved March 15 to 7890 Folk Ave., St. Louis 17. The new telephone number is Mission 5-3330.

opportunity

ANTISEPTIC Lanelle POWDERED HAND SOAP with "Lanolin Plus"

a franchise that earns other distributors $10,000 to $20,000 a year and more

Are you searching for a really profitable, unique franchise for your area? If you are, here is a rare opportunity for you.

Antiseptic Lanelle, America's **original** and **only** germ killing powdered hand soap, will place you in position to obtain a big percentage of the large volume of powdered hand soap sales in your area. With Antiseptic Lanelle you will be in an exclusive, protected situation, as there is no similar competing product. Once your prospects learn about Antiseptic Lanelle, they will not be satisfied with any other hand soap.

An exclusive Antiseptic Lanelle franchise can be yours. We provide all the materials and sales assistance to launch you on a successful sales campaign. Other franchised Antiseptic Lanelle distributors are earning from $10,000.00 to $20,000.00 annually, within one to two years.

The opportunity is here now for you to profit in the same way. Get in on the ground floor of the big powdered hand soap market in your area by becoming a franchised Antiseptic Lanelle distributor.

For full details about this exclusive franchise opportunity for your area, write today to:

Sanitary

SOAP COMPANY

104 RAILROAD AVENUE — PATERSON, NEW JERSEY

Also manufacturers of

Soap Powders, Liquid Soaps, Sweeping Compounds, Dishwashing Soaps

Pesticide Development

Development of a new pest control agent can seldom be completed in less than five years and the amount of money spent on it is seldom less than one million dollars, a Harry F. Dietz, of the Grasselli Chemicals department of E. I. du Pont de NeMours & Co., Wilmington, Del., said in a Chicago address recently. This sum, he added, is exclusive of the cost of the necessary plant and equipment for its manufacture.

Mr. Dietz spoke at the 19th North American Wild Life Conference, his topic being "Development of New Pest Control Agents." The procedure followed in developing a new product, from the time some one thinks of it until it is placed on the market was described. Particular attention was paid to the steps taken to control any possible toxic effects.

Describing the requirements for registration of the new product with the pesticide regulation section of the USDA and the emphasis placed there on proper and safe use of the chemical, he said:

"We believe that the whole chemical industry concurs with us that there is everything to gain and nothing to lose from such a vigorous and vigilant program, which has at all times been reasonably and fairly administered by the responsible officials of the U. S. Department of Agriculture and the Food and Drug Administration. Even with federal regulations in effect, further registration must also be made in most of the states before the product can be sold within their borders."

After an insecticide is introduced on a restricted basis, he further stated, any new pest control agent must be carefully and closely serviced to be sure that it is used in the right amount and in the right way to meet approved needs.

"It is only in this way," he concluded, "that the potentialities of a useful product can be fully realized and its place in our economy established."

New Insecticide

Endrin, a close chemical relative of dieldrin, both made by Shell Chemical Corp., Denver, is the best insecticide thus far tested against some of the worst cotton pests, according to entomologists of the Agricultural Research Service of the U. S. Department of Agriculture. The compound has a longer residual action than toxaphene, which is used for the same purpose. It is toxic to humans and warm-blooded animals and should be used only in strict compliance with instructions on the manufacturer's label.

—★—

FTC Cites Chamois Firm

Atlantic Sponge and Chamois Corp., New York, was charged recently in a Federal Trade Commission complaint with alleged misuse of the word "chamois". The term is now used commercially according to FTC, to describe the underside or "flesher" of a split sheepskin which has been oil-tanned after splitting. Atlantic's products, the complaint says, are made from sheepskin from which the grain side has been removed by buffing rather than by splitting, and which have been chrome-tanned rather than oil-tanned. The products have the same general appearance as genuine chamois, the complaint states, but they do not possess the same softness, pliability, moisture absorption, moisture release, and other qualities possessed by genuine chamois.

Another charge in the complaint challenges circulars urging dealers to "Buy direct from tannery and save." FTC says this falsely represents that Atlantic operates its own tannery in which the products sold by the firm are tanned.

Benjamin E. Bloch, Atlantic president, and Ida Bloch, secretary, are cited in the complaint. Initial hearing is set for April 8.

—★—

Sells "Pestmaster"

Wyandotte Chemicals Corp., Wyandotte, Mich., has been appointed exclusive distributor of "Pestmaster" technical grade DDT by Michigan Chemical Corp., St. Louis, Mich., it was announced recently. The appointment applies to sales in the United States, Hawaii, Puerto Rico, and Alaska. Charles F. Gerlach, sales manager, inorganic and agricultural chemicals at Wyandotte, directs sales of "Pestmaster" DDT.

Michigan continues distribution of its "Pestmaster" DDT formulations in the same areas, and of technical DDT and formulations in export.

McClure Heads Carbide

Appointment of Harry B. McClure as president of Carbide and Carbon Chemicals Co., a division of Union Carbide and Carbon Corp., New York, was announced March 1. He succeeds J. G. Davidson who becomes chairman of Carbide and Carbon and a member of the appropriations committee of Union Carbide. Mr. McClure became manager of the fine chemicals division of C & C in 1936.

FOR MULTIPLE SALES AND GREATER PROFITS STOCK AND SELL Bennett Bilt WASTE RECEPTACLES

FOR AUTOMATIC CLEANLINESS

Industry, schools, institutions, sidewalks and wherever people congregate there are dozens of places for Bennett Bilt Waste Receptacles.

They are easy to stock and sell . . . no maintenance problems . . . you keep all the profits.



Only

BENNETT

WASTE RECEPTACLES HAVE ALL THESE FEATURES

- Non-rusting stainlesss steel feet eliminate rusting and rust marks
- Made of extra heavy-gauge corrosion resistant steel
- All welded construction
- Smooth exterior surface...nothing to catch and tear clothes
- Reinforced corners
- Self-closing mechanism assures closed doors when not in use and permits easy opening of independent doors with finger-tip pressure
- Rounded corners for structural strength and pleasing appearance
- Baked enamel finish...green, gray or white

● These are a few of the many features that make Bennett Bilt Waste Receptacles a natural "buy". Quality and every consideration for hard usage are self-evident both inside and outside of these receptacles.

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FILL IN AND MAIL COUPON TODAY ▶

THE BENNETT MANUFACTURING CO.
ALDEN, N. Y. Dept. SS-4-54

Kindly send to my personal attention the complete story on multiple Bennett profit potential.

*Name*_____

*Organization*_____

*Street*_____

*City*_____ *State*_____

NOW ★★★★★★★★★★★★ ATTENTION: MANUFACTURERS • JOBBERS • DISTRIBUTORS ★★★★★★★★★★★★

YOU, TOO, CAN PROFIT FROM THE EXPANDING AEROSOL MARKET

with YOUR OWN BRAND NAME!

FACTS YOU CAN DEPEND UPON when you buy . . .

- **INSECT KILLER (SPACE SPRAY) — 12 oz. Cat. No. 521**
  Contains DDT, Allethrin combined with other proved ingredients to give faster, more effective killing action against flies, mosquitoes, moths and other flying insects.
- **ROACH AND ANT SPRAY — 12 oz. Cat. No. 558**
  Contains Chlordane for more positive control of roaches, ants, water bugs, spiders, silverfish. Kills by direct spray and residual deposit which lasts for weeks
- **MOTH PROOFER — 12 oz. Cat. No. 520**
  Protects all woolen fabrics against moth damage.
- **AIR REFRESHER ROOM DEODORANT — 12 oz. Cat. No. 559**
  Aids in reduction of airborne bacteria. A chemical deodorant — pleasantly scented.

Attractive 3 Color Labels



Increased manufacturing facilities now permit us to supply a wide variety of top quality products such as:

- INSECTICIDES — For Flowers — Plants — Livestock and Pet use . . . also non-toxic type for foods, etc.
- DEODORIZERS — For Refuse and Garbage Cans.
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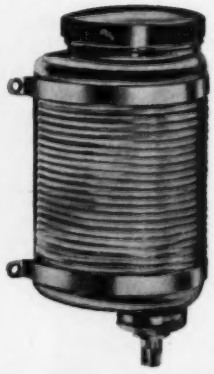
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N.S.S.A. Meets

(*From Page* 157)

superintendents participating in the panel held varied opinions on the way maintenance personnel should be trained, there was unanimity of opinion among them as to the lack of product knowledge of the average sanitary supply salesman. One superintendent, Earl Galloway, decided which salesman he would buy from on the basis of the particular salesman's product knowledge.

Another panel member, Thomas Coule, felt that the ability and willingness of a salesman to service an account is extremely important. Mr. Coule illustrated this point with the story of a salesman who called on him and asked to be allowed to demonstrate his new floor cleaner with the night supervisor. When Mr. Coule agreed, the salesman brought 15 gallons of his material and his own mops to demonstrate the new cleaner. He received an order, and still has Mr. Coule's business. Although the practice of working with maintenance crews is common among jobbers, Mr. Coule said it was the first time he had encountered it.

Mr. Galloway stressed the importance to him of the need for new materials, new equipment and new methods of cleaning. He is always interested in knowing about new sanitary supplies, he said.

Mr. James replied to a question regarding training of maintenance personnel by stating that he briefed new people on his methods and tried to indoctrinate them with his ideas and methods of cleaning and maintenance. He said maintenance personnel resent the name "janitor". Since some of his workers are paid up to $1.92 an hour, professionally competent men can be attracted to the work, provided the stigma of the name "janitor" can be eliminated.

Mr. Coule reported that he had one night worker who had been on the Board of Trade building maintenance staff for 20 years. She is responsible for training of the new people, according to Mr. Coule.

On the question of standards for various types of cleaners, Mr. Galloway reported that it was necessary to buy on a rule of thumb basis, since types of floors differed, as does the quality of the job desired on different types of floors and in different locations.

Mr. Galloway offered the opinion that the cost of cleaning in his building ran from 40 to 50 cents per square foot. Rentals in that building ranged from $3.00 to $5.00 per square foot. Mr. Coulle stated that eight percent of his maintenance and cleaning dollar went for materials and equipment, the remaining 92 percent represented wages paid to maintenance workers.

The organization of a custodial training school was described by Donald K. Enoch of Wichita Brush & Chemical Co., Wichita, Kans. Mr. Enoch told how a course was set up at the University of Wichita for school custodians. Mr. Enoch was a paid instructor for the course.

To sell soap, sell quality dispensing equipment, Burton Feinson, American Dispenser Co., New York, pointed out in his talk, "How to Sell Soap." Mr. Feinson's talk was illustrated with feats of legerdemain.

Mr. Feinson made these points: 1.) Good soap is not costly, it saves money because it reduces hand washing time by doing a better cleaning job and quickly. This is important in plants where wage scales are high and time lost is expensive. 2.) Check the condition of wash rooms in buildings and plants prior to calling on the buyer in order to find out what type of soap dispensing equipment is used and if it is operating correctly. 3.) Make specific recommendations concerning the soap dispensing equipment. 4.) The salesman who knows in advance what the situation of the washroom equipment is will always outsell the "order taker". 5.) Show extra attention and give the buyer something extra in the way of service to sell him. If he is already a customer, then check the condition of his soap supplies to see if containers are clean, if the soap is in good condition, if stocks are sufficient and dispensers are in working order. Knowing the customer's problems in advance marks the difference between the star salesman and the ordinary one. 6.) Salesmen should know something about dispensers. Sales helps and other information sheets are available from dispenser manufacturers. 7.) Carry samples.

Ways of reducing freight costs were discussed by the last speaker on the program, William R. Roberts, Toledo, O., traffic man.

A group of oil paintings by Mike Lemmermeyer of Aromatic Products Co., New York, were exhibited recently in the window of Empire City Savings Bank, N.Y.C. John Loughlin, camera artist, is subject of portrait in center of display.



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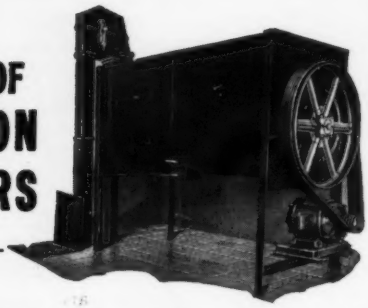
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Jobber Wrings

(*From Page* 171)

"says Mr. Goldberg." Then, again, our salesmen always leave a piece of literature with a customer on a certain item or product that they have discussed. Nothing more. Customers will quickly pick up one piece of material to read where they would throw a whole batch of it in the waste paper basket."

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APPROXIMATELY 90 percent of Carlea's business is on a credit basis. Therefore, in order to be paid promptly by its customers, Carlea invoices them on a 1/10 net 30 day basis. And 99 percent of its accounts take advantage of this discount.

"We mail out invoices the day after delivery, "says Mr. Goldberg," and our customers give them prompt attention. In the case of new customers, we may call them to ask how they like our products. We also remind them that they can take advantage of our discount by making payment within 10 days. After the first few orders, customers get into the habit of making prompt payments."

All products are warehoused in categories, such as drums, galvanized ware, broom, mops and brushes, floor waxes and cleaners, deodorants, paper products, etc. The warehouse man filling orders, must turn in a report when stocks are reduced to a minimum point. Orders are placed daily so that there is a continual turn-over of merchandise.

The firm at one time maintained a perpetual record of its stocks, but this system was done away with because it required the full time of an employee and there were usually some discrepancies. Now a "sight inventory" is taken monthly and it is just as effective.

"We have tried to simplify all internal operations so that we can lay greater emphasis on the sales end of our business, "says Mr. Goldberg," Thus we have added customers and we are still growing. We retain our regular customers and this is proof positive that our policies are bearing fruit."

—★—

Clayton Changes Name

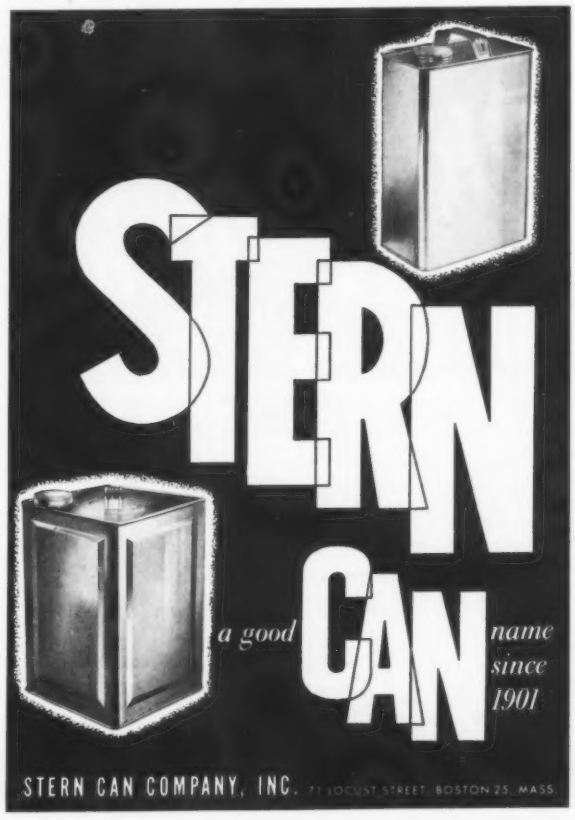
Clayton Pressure Products Co., St. Louis, Mo., recently changed its name to Clayton Corp., it was announced by J. W. Soffer, general manager. No changes in management or personnel are involved.

—★—

B. E. Tripp Dies

Bernard E. Tripp, a member of the executive department of Colgate-Palmolive Co., Jersey City, N. J., died recently at his home in Rutherford, N. J. He was 61 and had been with Colgate 36 years.

He is survived by his widow, Mrs. Dorothy Newick Tripp; a daughter, Mrs. Margaret Haslet of Pines Lake; a son, Bernard E. Tripp, Jr. of Milwaukee; a sister, Mrs. Verna Anderson of Carinth; and six grandchildren.



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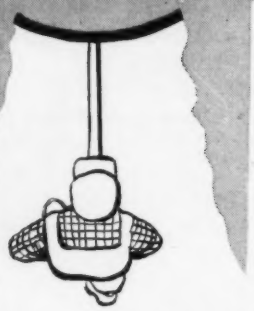
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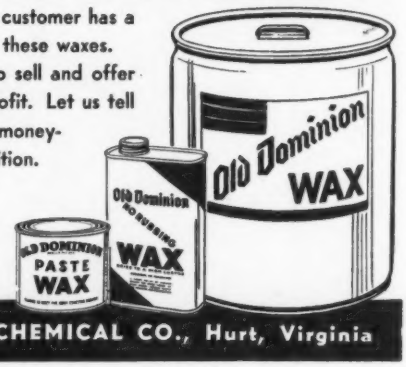
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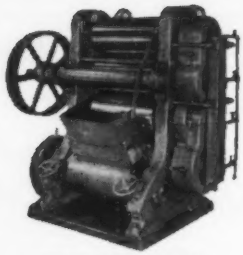
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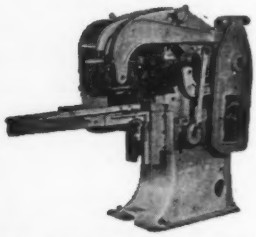
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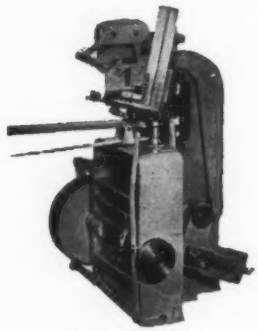
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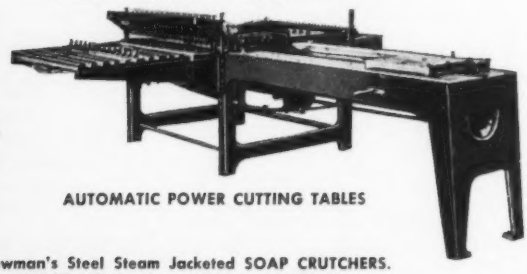
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Chemist: Graduate chemist with at least 3 years or more experience working with soap, cosmetic and synthetic detergents. Must be a senior analyst for product control and be entirely capable of undertaking a new product development program. We want real ability and a self starter. We offer a steady permanent position at an excellent salary. Location St. Louis, Missouri. Address Box 169, c/o *Soap*.

Salesman: For an extensively advertised line with an established volume, floor waxes, cleaners, etc., Norfolk territory. Paint experience would be helpful but not necessary. To call on wholesalers, institutions, retail promotion, etc. Salary and commission with fine opportunity for advancement into executive capacity. State age, education, references, experience in detail. Write "Sanitary," P. O. Box 939, Norfolk 1, Virginia.

Chemist: Who knows floor wax, polish, cleanser and allied manufacture and formulation wanted by leading mid-west manufacturer. Must have several years experience in this field. Fine opportunity for ambitious young man to get ahead in progressive company. Give details in confidence. Address Box 170, c/o *Soap*.

Sales Manager—Wanted especially with experience and acquaintance among chain store buyers to set up such national accounts on floor cleaners, treatments, maintenance and sanitary supplies and equipment. Prefer man with experience in sales to industrial and institutional trade. Give background, sales volume and full experience in first letter. Also territory sales jobs open. Write J. H. Longshore, Continental Car-Na-Var, Brazil, Ind. or phone Brazil 2243.

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Please notice: All equipment — including soap crutchers and freezing tanks — is stainless steel.

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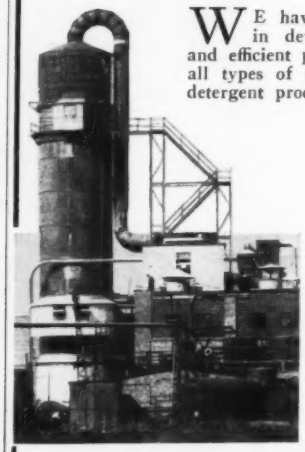
Mt. Prospect & Verona Aves., Newark, N. J.

HUmboldt 4-2121

Let **WURSTER & SANGER**

design and engineer your

SPRAY PROCESS PLANT



WE have specialized for 30 years in developing the most modern and efficient plants for the production of all types of sprayed soap and synthetic detergent products.

Our services can be arranged to suit your specific requirements.

For instance . . . We can design and supply all the equipment required for a complete plant.

Or . . . We can supply special pieces of equipment plus engineering specifications enabling you to build the plant yourselves.

WRITE FOR BULLETIN NO. 23

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CONTRACTING • CHEMICAL ENGINEERS • CONSULTING

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CHICAGO 15, ILLINOIS

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are more and more aerosol users turning to

Pres-O?

Simple! You can't get these combined advantages in any other valve:

- *Self-cleaning. No gumming up*
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- *Permits loading through the valve — No need of expensive refrigeration*
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- *Wide adaptability — to all types of aerosol containers and to spray and/or foam*

COMPLETE SERVICE — includes the new Pres-O Filling Equipment, now available to our customers. It's accurate, compact, light, portable — and highly economical. Write

OIL EQUIPMENT LABORATORIES, Inc.

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INSIST ON THESE FEATURES IN THE FLY-KILLERS YOU SELL



UNI-VAP

MODEL U-101

1. WESTINGHOUSE adjustable Thermostatic Controls.
2. Heavy duty CHROMALOX heating elements, commercial type.
3. Lifetime neon Pilot Lights.
4. EXCLUSIVE — Heavy aluminum heating jacket, assures constant vaporization rate, least affected by changes in room temperature, air conditioning, etc.
5. Indestructable glass-lined, steel cups. REMOVABLE.
6. $50,000 Product Insurance covers each unit.
7. Nationally advertised and unconditionally guaranteed by Universal, the leading and most reliable vaporizer manufacturer. Priced Right for Reasonable Profit. (Also supplied in portable model—DOUBLE-DUTY with added deodorizer feature).

UNIVERSAL LINDANE in 1 oz. packets, Leak Proof and Heat Sealed to assure maximum killing potency.

Write for prices and literature

Universal ELECTRIC PRODUCTS

P.O. BOX 3216, MADISON, WIS.

Situations Wanted

Manufacturing: Man with 12 years experience supervising production creams, shampoos, lotions, other cosmetic and chemical specialties desires position in plant. Can create new products. Expert in perfuming and perfume materials. Can duplicate products and odors. Good experience background with leading company; best references. For further information, write Box 174, c/o *Soap*.

Chemist: Research, development and production. Extensive laboratory and plant experience in wax formulations; floor and all kinds of polishes; household products, disinfectants; degreasers and automotive chemical specialties. Improve your products now. Desire position with progressive firm. Address Box 175, c/o *Soap*.

Soapmaker: With more than 20 years experience on all kinds of laundry and toilet soaps, glycerine recovery. Experienced soap chemist. Seeks new connection. Address Box 176, c/o *Soap*.

Chemist: Household products widely experienced in waxes, polishes, lacquers, adhesives, emulsions, also automotive chemicals, desires connection with progressive firm. Metropolitan area preferred. Address Box 177, c/o *Soap*.

Waxes, Sales-Production: Full experience all phases wax industry. Top level administrative background. BS. Degree, 33. Contacts in varied industries. Looking for position with opportunity and future, not necessarily in same line. Will travel. Prefer Eastern location. Address Box 184, c/o *Soap*.

See page 122

Miscellaneous

Sales Agency: Seeks nationally known products for distribution to sanitary, paper and restaurant jobbers in Metropolitan New York area. Write details to Box 178, c/o *Soap*.

Wanted: We are interested in purchasing a small manufacturing business. Address Box 180, c/o *Soap*.

Wanted: A small automotive chemical company, nationally known aggressive manufacturer, desires to purchase a small, reputable automotive chemical specialties company to accelerate diversification program. Services of present company head, chief chemist and several key personnel may be required. Address Box 179, c/o *Soap*.

Line Wanted: Wanted by manufacturer's sales agent, line of sanitation chemicals or chemical specialties to sell in the Southwest. Headquarters in Dallas. Two men regularly working territory. At present handling line well-known brushes. Interested in selling only top products. Best references. Address Box 181, c/o *Soap*.

Wanted: Complete soap or process chemical plants and machinery including kettles, frames, crutchers, pulverizers, cooling rolls, chip dryers, plodders, cutting tables, evaporators, packaging units, automatic soap presses, mixers, stainless steel tanks. P. O. Box 1351, Church St. Sta., New York 8, N. Y.

Wanted: Connection with manufacturer of low cost guest soap or supplier of odd lots. Address Box 182, c/o *Soap*.

Sanitary Chemicals, new, up-to-date book, See page 134.

For Sale

For Sale: Soap dispensers for waterless, cream, paste—porcelain enameled—heavy construction—10 pound capacity. National Soap Dispenser, 10216 L. Salle Ave., Los Angeles 47, Calif.

Exclusive Franchise: Complete repellent action insecticide against flies and mosquitoes up to 56 days, even with the doors open, kills all insects for a long time. Address Box 183, c/o *Soap*.

More Money for Jobbers: Bionetic—proven by industrial and municipal waste treatment technologists. Used by hotels, resorts, institutions, and cities. Cleans Septic tanks and cesspools. Eliminates odor. Clean grease traps. National and local co-operative advertising to assist you. Write Reliance Chemicals Corp., P. O. Box 6724, Houston 5, Texas.

Stainless Steel tanks and kettles. Steel tanks and kettles; crutchers; powder mixers; pulverizers, etc. Perry Equipment Corp., 1410 N. 6th St., Philadelphia 22, Pa.

For Sale: Complete soap or sanitary chemical plants. Also individual items such as crutchers, plodders, mills, mixers, presses, dryers, filling equipment, etc. R. Gelb & Sons, Inc., State Highway No. 29, Union, N. J.

Interested in Chemical Specialties? See page 134 for more complete details.

Reprints Synthetic Detergents Up-To-Date II available from Mr. J. W. McCutcheon, 475 Fifth Ave., N. Y. C.

(*Continued on Page* 195)

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Patterson 5 ft. Double Cone 40 cu. ft. Blender.
Mikro 4TH, 3W, 1SH and Bantam Pulverizers.
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J. H. Day 650 gal. Steam Jacketed Jumbo Mixer.
R. A. Jones Model E and Houchin Automatic Soap Presses.
J. H. Day 100, 200, 400, 600, 1500 and 10,000 lb. Dry Powder Mixers.
Robinson, Tyler Hum-mer, Selectro, Great Western, Gayco Sifters.
National and Lehman 3 and 5 Roll Mills; steel-granite-porcelain.
Stokes and Smith G1, G2 and HG88 (S.S.) Auger Powder Fillers.
Ermold and World Semi and Fully Automatic Labelers.
Standard Knapp 429 Carton Sealer; Jones, Ceco Carton Sealers.
Hudson Sharp Campbell Automatic Cellophane Wrapper.
Package Machinery FA, FA2, FA4; Scandia Wrappers.

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For Sale

For Sale: By I. E. Newman, 5602 Blackstone Ave. Chicago, Ill. Jones automatic laundry & toilet soap presses; 1500 lb. to 6000 lb. crutchers; 10″ plodder; Automatic cutting table; Type S wrapper; Filter presses; Powder mixers, etc.

For Sale: Allbright-Nell 4′ x 9′ chilling rolls. Blanchard #14 soap powder mill. Lehmann 4-roll W. C. 12″ x 36″ steel mill. Houchin 8½″ x 16″ 3-roll and 18″ x 30″ 4-roll Granite Stone Mills. Kettles and tanks, iron, copper, aluminum and stainless. Dryers vac. & atmos. Jones automatic soap presses. Empire State foot presses. Soap frames. Slabbers and cutting tables, hand & power. Crutchers. Six-knife chipper. Filter presses 12″ x 42″. Wrapping & sealing machines. Powder, paste & liquid mixers. Rotex sifters. Filling machines, Grinders, Hammer mills. Colloid mills. Three-roll steel mills 8″ x 22″ to 16″ x 40″. Portable elec. agitators, pumps, etc. Send for bulletin. We buy your surplus equipment. Stein Equipment Company, 107—8th St. Brooklyn 15, N. Y. STerling 8-1944.

Announcement: Completely new, up-to-date book, HANDBOOK of PEST CONTROL by Mallis, ready for sale April 10. See page 122.

For Sale: Reprints of "Synthetic Detergents Up-to-Date" II (Newest Revision) now available. Over 1000 detergent products by trade name, manufacturer, class, type, formula and uses — price $1.50. Remittances must accompany order. Available direct from author. John W. McCutcheon, 475 Fifth Ave., N. Y. 17, N. Y.

For Sale: Pneumatic Scale Packaging line complete; Houchin 10″ jumbo plodder; Lehmann 14″ plodder; Houchin 14″ x 36″ 5-roll inclined w.c. mill; Jones automatic laundry & toilet soap presses; Pkg. Machy. model TT and model N soap wrapping machines; 1500 lb. to 6000 lb. crutchers; 12″ to 42″ filter presses; powder mixers; paste and liquid mixers; Rotex screens; Hammer mills; soap frames; jacketed kettles; pumps; agitators; gluer-sealers, etc. Ask us to quote — Send us your list of surplus machines or plants. Consolidated Products Co., Inc., 59 Garden Street, Hoboken, New Jersey. Tel: HO 3-4425. N. Y. Tel: BA 7-0600.

Aerosol Products Grow

A check list of products being marketed today in pressurized dispensing packages was recently issued by the Kinetics Chemical Division of E. I. du Pont de Nemours & Co., Wilmington, Del. This list shows 48 different groups of products in the household and personal classification and 18 groups of industrial products. The list which is still growing has shown a sharp expansion over the past two years. The product groups in both classifications follow:

Aerosol Products

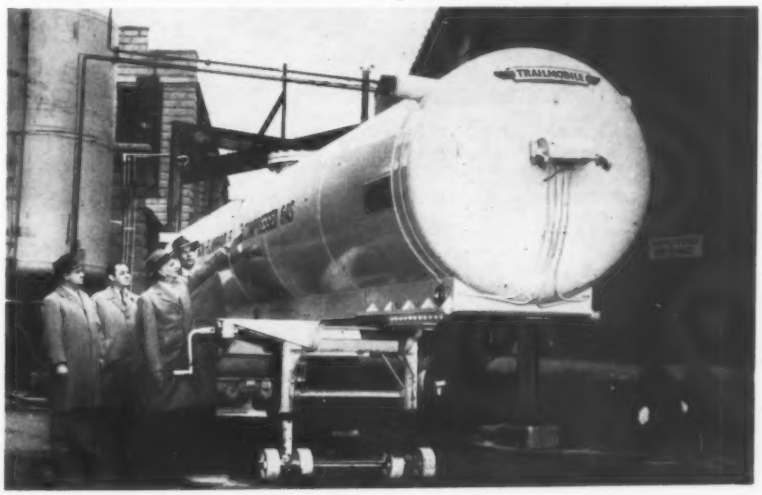
Household — Personal

Adhesive Balm (Pre-Tape Dressing)
Adhesive Tape Remover
Air Sanitizer (Glycol)
Anesthetics, Topical
Anti-Glare Sprays for use on glass, plastics, etc.
Anti-Perspirants
Anti-Static Sprays
Anti-Tarnish Spray for silver, etc.
Athlete's Foot Spray
Bactericides
Bandage, Spray-on plastic
Burn preparations
Cold Preventives
Colognes-Perfumes
Cleaners
  Rug & Upholstery
  Spot Removers
Deodorants
  Personal
  Space (Air Fresheners)
Dust Mop Sprays
Fabric Refinishers & Rejuvenators
Fire Alarm Devices
Fire Extinguishers
Furniture Polish (Foam)
Garbage Can Sprays (for odor and insect control)
Hand Cleaner (Foam)
Hair Dressings (Lanolin, brilliantine, etc.)
Hair Net Sprays
Hand Lotions
Hosiery Sprays (Run preventives)
Insecticides
  Residual Sprays—Household Pests, Floral Insect Sprays, Livestock Sprays, etc.
  Space Sprays—Flies, mosquitoes, etc.
Insect Repellents
Leather Treatment Sprays
Lubricants - Rust Preventives
Mothproofers
Paints - Enamels - Lacquers
Pet Sprays (Insect Repellents, Insecticides, Dry Bath, Hair Dressings)
Protective Coatings - Clear, metallic, and pigmented plastic sprays
Shampoos
Shaving Creams
Shoe Polish (Foam and Plastic)
Snow, Artificial
Suede Refinishers
Sun Tan Sprays
Vapor Inhalant Spray for Poultry
Water Repellents
Waxes
Weed killers
Window Cleaners

Industrial Products

Anti-Foam Sprays
Anti-Static Sprays
Belt Dressings
Design Layout Ink
Dye Penetrants and Developers (For use in uncovering defects in metals, castings, etc.)
Fire Alarm Devices
Fire Extinguishers
Fumigants, Soil
Fur Lusterizers and Dyes
Ignition Waterproofers
Lubricants

Connecticut Chemical Research Corp., Bridgeport, Conn., receives the first of a fleet of tank trailers which will transport "Freon" and "Genetron" propellents from DuPont Co. in Wilmington, Del., and General Chemical Corp. facilities in the East.
Left to right: R. Beers, plant superintendent of C.C.R.C.; H. R. Shepherd, vice-president in charge of research; A. O. Samuels, president and Lawrence P. Hall of DuPont's aerosol products sales division.



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For over thirty years we have specialized in the analysis of pyrethrum, rotenone and other

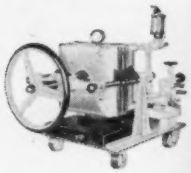
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It has been our privilege to make many analyses for government agencies and most leading importers and manufacturers in the insecticide field.

We are also making frequent analyses of the synthetic insecticides, such as D.D.T., B.H.C., Chlordane, Toxaphene, Heptachlor, Allethrin, etc., etc.

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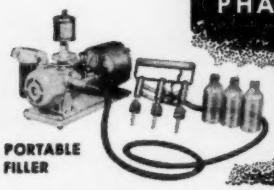


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Two Ertel units that make small production efficient. They have all the desirable features of Ertel high production equipment: EFS-B FILTER has single hand wheel for simple trouble-free operation, bronze or stainless circulatory system, accommodates accepted Ertel Asbestos Filter Sheets. PORTABLE FILLER has automatic overflow system, non-drip spouts, bottle size flexibility up to gallons. And, both units can be easily moved from place to place. Write for detailed information on this important equipment . . . it belongs in your plant.

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COMPLETE LINE OF *Liquid Handling Equipment*

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Di-Phase
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Contains Lanolin

Instantly removes hand soil caused by grime, grease, paint, asphaltum, carbon, shellac, putty, oil, sap, printing inks and other soil that is difficult to remove.

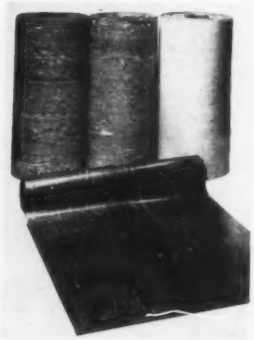
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Oil, including penetrating oils
Mold Release Compounds and Lubricants (For use in the plastics industry)
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Rust Cutters
Rust Inhibitors
Sanitary Lubricant for food processing machinery
Stencil Inks
Water Displacing Spray (for drying out flooded motors, electrical equipment, etc.)

Committee D-12

(*From Page* 114)

of di-tertiary butyl phenol) in distilled water and 0.04 N and 0.12 N NaCl were measured. The presence of NaCl appears to have no significant effect on the micelles.

The data indicate no sudden formation of micelles at a concentration of detergent of 0.054 g/dl as has been previously reported. Rather, the formation of micelles seems to occur gradually up to about 0.3 g/dl. On this basis, the experimental data are utilized for the calculation of a micelle weight (90,000) and estimation of the degree of hydration of the micelle, if it is assumed to be spherical.

A study of "The Kerosene-Viewer Test in Metal Cleaning" by E. R. Holman and Francis E. Clark, Turco Products Co., Los Angeles, was read by Jay C. Harris in the absence of the authors.

Brunton to Kolker

J. G. Brunton, who resigned in December as sales vice president of the organic chemicals division of Diamond Alkali Co., Cleveland, has been appointed to a similar post by Kolker Chemical Corp., Newark, N. J., it was announced recently. Mr. Brunton joined Kolker Chemical Works, Inc., as sales vice president in 1949 and continued in that post when the firm was acquired by Diamond in 1951. Previously he was with Pennsylvania Salt Manufacturing Co., Philadelphia.

—★—

Dispenser Specs. Manual

A new architectural specifications manual for soap dispensing equipment was issued recently by Bobrick Dispensers, Inc., Brooklyn, N. Y. Included are gravity feed soap systems, individual wall mounted, lavatory mounted, and hospital type dispensers.

—★—

Zep Takes Kans. City Lease

Zep Manufacturing Co., Atlanta, Ga., has rented a 10,000 square feet building in North Kansas City, it was announced recently. Since last October Zep's branch office which covers distribution in eight states has been in temporary quarters.



A virtually unbreakable die-cast aluminum head, which cannot rust or warp, is a feature of the new "Wax Heavy Duty Applier" of S. C. Johnson & Son, Inc., Racine, Wis. It also has a washable chenille pad which is only one third as costly as lamb's wool and will not shrink when cleaned in hot water. The floor pad surface is 3¼ x 10¼ inches. The applicator is designed to retail around $2.75.



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SAVE SPACE—Factory space is an important item in total costs. Without adding to this expense, we can help you increase present production, add new items to your line—or do all your packaging to release space for other operations.

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Index to ADVERTISERS

Allied Block Chemical Co. 186
Amaza Laboratories, Inc. 196
American Dispenser Co. 184
American Standard Mfg. Co. 176
A-M-R Chemical Co. 184
Andersen, Carl N. 189
Archer-Daniels-Midland Co. 37
Armour & Co. 76
Aromatic Products, Inc. 89
Atlantic Refining Co. 66
Atlas Powder Co. 81

Baird & McGuire, Inc. 140
Bennett Mfg. Co. 183
Bersworth Chemical Co. 110
Blockson Chemical Co. 11, 58
Bobrick Mfg. Co. 194
Bowen Engineering, Inc. 189
Breuer Electric Mfg. Co. 14
Buckingham Wax Co. 198
Buffalo Electro-Chemical Co. 16
Bush & Co., W. J. 174

California Spray-Chemical Co 150
Candy & Co. 4
Carbide & Carbon Chemical Co., Div. of Union Carbide & Carbon Corp. 20
Chemical Service of Baltimore, Inc. 31
Columbia-Southern Chemical Corp. 188
Continental Can Co. 130
Continental Filling Corp. 68
Continental Oil Co. 13
Cowles Chemical Co. 22
Cox, Dr. Alvin J. 189
Crown Cork & Seal Co., Inc., Crown Can Div. ..... Facing 66

Davies-Young Soap Co. 176
Diamond Alkali Co. 129
Diehl & Co., William 184
Dill Mfg. Co. 136
Dodge & Olcott, Inc. 127
Dominion Products, Inc. 188
Dreyer, Inc., P. R. ..... Facing 19
du Pont de Nemours & Co., E. I. 27, 72, 116, 135
Dura Commodities, Inc. 178
Durez Plastics & Chemicals, Inc. 139

El Dorado Oil Works 104
Emery Industries, Inc. 86
Ertel Engineering Corp. 196

Federal Varnish Div. 10
Felton Chemical Co. 61
Fritzsche Brothers, Inc. 158
Fuld Brothers, Inc. 3

General Aniline & Film Corp. 15
General Chemical Div., Allied Chemical & Dye Corp. 160
Gesell, Inc., R. 194
Gillespie-Rogers-Pyatt Co. 162
Givaudan-Delawanna, Inc. ..... Betw'n 66 & 67, 168
Goodrich Chemical Co., B. F. 156
Gross & Co., A. 88

Hardesty Co., W. C. 70
Haviland Corp., Warren 188
Hercules Powder Co. 38
Hochstadter Laboratories, Inc 189
Hollingshead Corp., R. M. 23
Hooker Electrochemical Co. 166
Houchin Machinery Co. 92
Hudson Laboratories, Inc. 189
Hysan Products Co. 7

International Minerals & Chemical Corp. 12

Jasgo Chemical Co. 187
Johns-Manville 30

Koppers Co. 110

Lancaster, Allwine & Rommel 189
Leeben Chemical Co. 186
Lehmann Co., J. M. 96
Lewers, W. W. 189
Leuders & Co., Geo. 84

Magnus, Mabee & Reynard, Inc. 118
Mantrose Corp. 128
Manufacturers Aid Co. 189
Maryland Glass Corp. .... Betw'n 18 & 19
McCutcheon, J. W. 189
McDonnell, C. C. 189
McGuire & Co. 153
McLaughlin Gormley King Co. 117
Meccaniche Moderne 100
Mixing Equipment Co. 104
Molnar Laboratories 189
Monsanto Chemical Co. 8, 9, 91
Moore Brothers Co. 178

National Aniline Div. 87
Neuman, Buslee & Wolfe, Inc. 194
Newman Tallow & Soap Machinery Co. 190
Newport Industries, Inc. 112
Niagara Alkali Co. 64
Norda Essential Oil & Chemical Co. 6

O'Donnell, James P. 189
Oil Equipment Laboratories, Inc. 192
Old Empire Mfg. Chemists, Inc. 192
Onyx Oil & Chemical Co. 148, 149
Orbis Products Corp. 131
Oronite Chemical Co. 18
Owens-Illinois Glass Co. ..... Facing 67

Packwood Mfg. Co., G. H. 26
Penick & Co., S. B. 121
Pennsylvania Industrial Chemical Corp. 154
Pennsylvania Refining Co. 198
Perrow Chemical Co. 188
Perry Brothers, Inc. 112
Petrolite Corp. 170
Philadelphia Quartz Co. 74
Plax Corp. 17
Polak & Schwarz, Inc. 34

Polak's Frutal Works 79
Precision Valve Corp. 152
Prentiss Drug & Chemical Co. 126
Procter & Gamble, Inc. 33
Products Packaging, Inc. 197
Pylam Products Co. 198

Rapids Machinery Co. 186
Refined Products Corp. 24
Rhodia, Inc. 28
Rohm & Haas Co. 119, 138
Roure-Dupont, Inc. 36

Sanitary Soap Co. 182
Schrader's Son, A. 125
Seil, Putt & Rusby, Inc. 191, 196
Shanco Plastics & Chemicals, Inc. .. 194
Shell Chemical Corp. 60
Shulton, Inc. 90
Sindar Corp. 94
Snell, Inc., Foster D. 172
Solvay Process Div., Allied Chemical & Dye Corp. 2nd Cover, 133
Solvents & Chemicals Group, The .. 180
Stepan Chemical Co 98
Stern Can Co. 187
Sterwin Chemicals, Inc. 132
Stillwell & Gladding, Inc. 191
Straygold & Associates, J. B. 191
Superior Rubber Mfg. Co. 196
Swift & Co. 19

Tamms Industries, Inc. 186
Thomas & Son Co., I. P. 32
Thompson, Jr., Friar 191
Thomssen, E. G. 191
Tombarel Products Corp. 106
Trio Chemical Works, Inc. 174
Turner & Co., Joseph 62

Ultra Chemical Works 35
Ungerer & Co. ..... 3rd Cover
Union Carbide & Carbon Corp., Carbide & Carbon Chemicals Co. 20
Union Standard Equipment Co. 193
U. S. Bottlers Machinery Co. 106
U. S. Industrial Chemicals, Inc. ..... 4th Cover
Universal Electric Products 192

van Ameringen-Haebler, Inc. 25, 120
Varley & Sons, Inc., James 137
Velsicol Corp. 124
Verona Chemical Co. 59
Victor Chemical Works 108
Vulcan Steel Container Co. 181

Washburn Co., T. F. 21
Wear Proof Mat Co. 170
Welch, Holme & Clark, Inc. 80
Westvaco Chemical Div. 102
Wurtser & Sanger, Inc. 191, 192
Wyandotte Chemical Co. 29, 82, 172

Zinsser & Co., William 123

Tale Ends

AFTER four days of aching arches and burning bunions, the annual National Sanitary Supply Association trade show in Chicago ended March 24 in a blaze of glory, the largest and best show in the history of the association. But, boy, it was tough on the old dogs, those four days of standing, walking and talking. On the whole, the exhibits were much more attractive this year than ever, more color, more light, more life and many new products described elsewhere in this issue.

* * *

Close observation indicates that Henry Brownstein, prez of Hysan of Chicago, is growing a new moustache. Only two months ago he clipped it off. So why the regrowth of the hairy appendage on his upper lip? They say in Chicago that it's because Henry recently became a grandfather and feels that it adds a touch of dignity. David Robert Marcus was born March 17 (St. Patrick's Day) in Chicago to Mr. and Mrs. John Marcus. Mrs. Marcus is the former Marion Brownstein. John slaves for Hysan. Young Dave has that to look forward to.

* * *

Armour is doing a sampling job on "Chiffon Flakes" with small sample packages left in the bathrooms of some mid-west hotels. Ladies may use the flakes to wash out their hose or underwear on the spot, or gentlemen guests may lift the samples, take them home and let the little woman try them. Or in this day of nylon underwear, socks, et al for men, Joe Salesman may cross up the idea of the sampling campaign and use the sample to do his wash then and there. With the weakness of some people to clean out the toilet soap supply in all hotel bathrooms where they stay, this recent "Chiffon" idea may have more merit in sample distribution than appears at first glance.

* * *

The revolution in marketing scouring cleansers is not over yet. The addition of foaming agents and pine odor made the industry and consumers alike sit up and take notice a few seasons back. The latest gimmick? New economy size packages of 22 ounces, as against 14 ounces. Colgate sneak previewed its new economy size "Ajax" at NSSA show in Chicago late last month. New giant economy size "Bab-O" of B. T. Babbitt Co., New York, has just been announced. Watch for other brands to follow suit.

* * *

Does it take magic to sell soap these days? Could be. At the recent N.S.S.A. convention in Chicago, Burton Feinson of American Dispenser Co., New York soap dispenser manufacturer, spoke on "How to Sell More Soap" and used a series of sleight of hand exploits to illustrate his points. Both the legerdemain and the talk went over big with sanitary supply jobbers. Confidentially, Burt, like his late father, is a top amateur magician.

* * *

What's this about "All" coming out as a spray dried product? To give it more bulk mebbe in competition with some of the other big selling beads?

* * *

Ten year old Scotch is quite a treat, but how about 10 year old soap? When Colgate-Palmolive Co. recently uncovered a case of 10 year old "Palmolive" that had been mislaid in the storeroom of a small southern hotel someone came up with the bright idea of sending a cake to each of their industrial salesmen. Just to show how well the soap had stood the test of time.

Appropriate address department: The Sweeping Compound Manufacturing Co. is located on Broome Street in New York City, and has been for about as long as we can remember.

* * *

A Philadelphia wit named Johnson irked by the efforts of the medical associations to regulate the composition and use of insecticides, cleansers, disinfectants, etc. and their issuance of official seals of approval, suggested at a recent meeting of the board of governors of CSMA a counterpart of such activities. He offered a plan to form within the CSMA a special committee entitled "A Committee to Regulate the Practice of Medicine, to Set Standards of Practice and to Abolish Quackery in the Medical Profession." On the theory that malpractice and quackery are dangerous and expensive to the public and all too prevalent today, this committee would move in, abolish abuses and put the medical profession's house in order. And issue seals of approval to doctors too. Ah, justice!

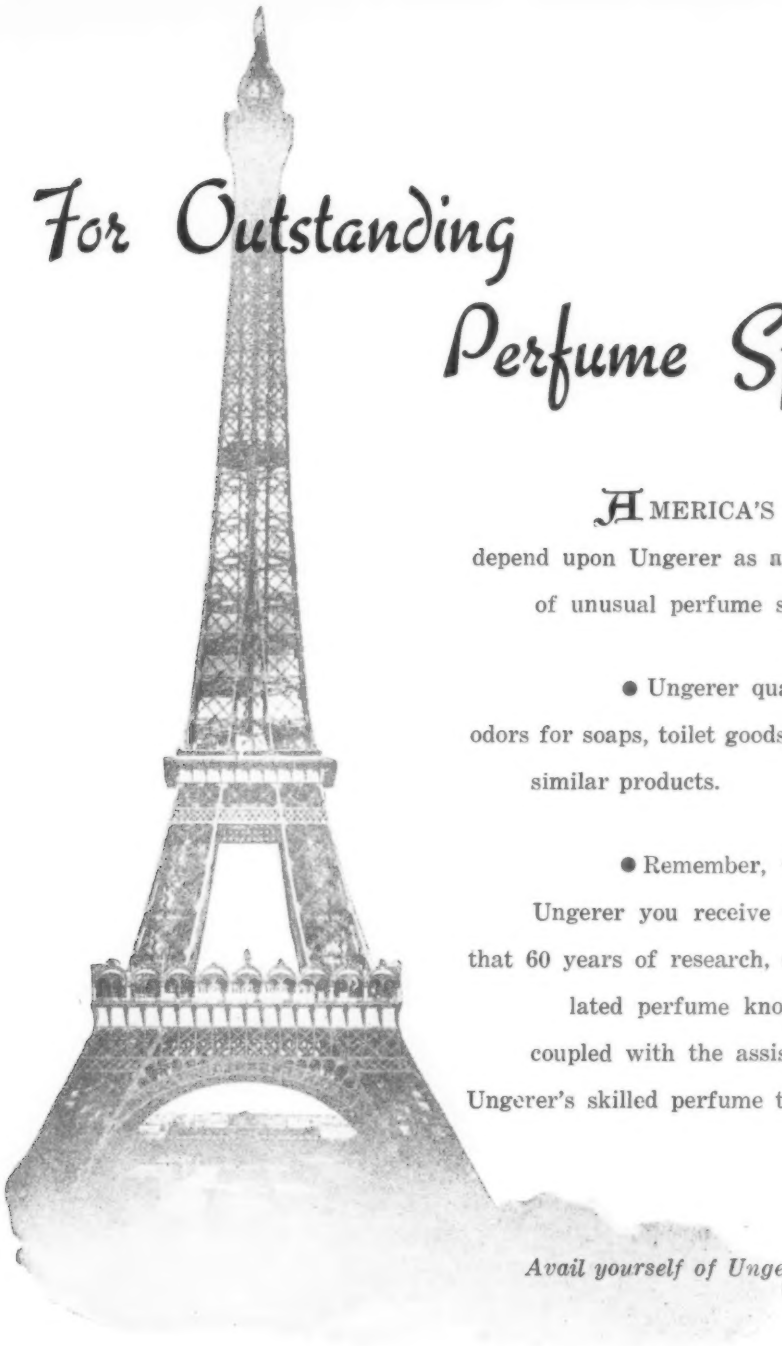
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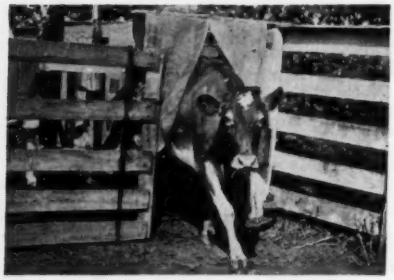
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